Blacktown Community Research

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Blacktown City Council
GROWING WITH PRIDE

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Background and Methodology

Blacktown City Council sought to examine community attitudes and perceptions towards current and future services and facilities provided by Council. Key objectives of the research included:

- To assess and establish the community's priorities and satisfaction in relation to Council activities, services and facilities
- To identify the community's overall level of satisfaction with Council's performance
- To understand and measure community response to a series of long term Council resourcing options

To facilitate this, Micromex Research was contracted to develop a survey template that enabled Council to effectively analyse attitudes and trends within the community.

Questionnaire

Micromex Research, together with Blacktown City Council, developed the questionnaire.

A copy of the questionnaire is provided in Appendix B.

Data collection

The survey was conducted during the period 12th to 18th November 2013 from 4:30pm to 8:30pm, Monday to Friday and from 10am to 4pm Saturday.

Survey area

Blacktown City Council Local Government Area.

Sample selection and error

The sample consisted of a total of 600 residents. The selection of respondents was by means of a computer based random selection process using the electronic White Pages.

A sample size of 600 residents provides a maximum sampling error of plus or minus 4.0% at 95% confidence.

The sample was weighted by age to reflect the ABS 2011 Census data.

Interviewing

Interviewing was conducted in accordance with IQCA (Interviewer Quality Control Australia) Standards and the Market Research Society Code of Professional Conduct.

Prequalification

Participants in this survey were pre-qualified as not working for, nor having a family member working for, Blacktown City Council.

Background and Methodology

Data analysis

The data within this report was analysed using SPSS and Q Professional. To identify the statistically significant differences between the groups of means, 'One-Way Anova tests' and 'Independent Samples T-tests' were used. 'Z Tests' were also used to determine statistically significant differences between column percentages.

Ratings questions

The Unipolar Scale of 1 to 5, where 1 was the lowest importance or satisfaction and 5 the highest importance or satisfaction, was used in all rating questions.

This scale allowed for a mid range position for those who had a divided or neutral opinion.

Mean rating explanation

Mean rating:	1.99 or less	'Very low' level of importance/satisfaction
	2.00 – 2.49	'Low' level of importance/satisfaction
	2.50 – 2.99	'Moderately low' level of importance/satisfaction
	3.00 – 3.59	'Moderate' level of importance/satisfaction
	3.60 – 3.89	'Moderately high' level of importance/satisfaction
	3.90 – 4.19	'High' level of importance/satisfaction
	4.20 – 4.49	'Very high' level of importance/satisfaction
	4.50+	'Extremely high' level of importance/satisfaction

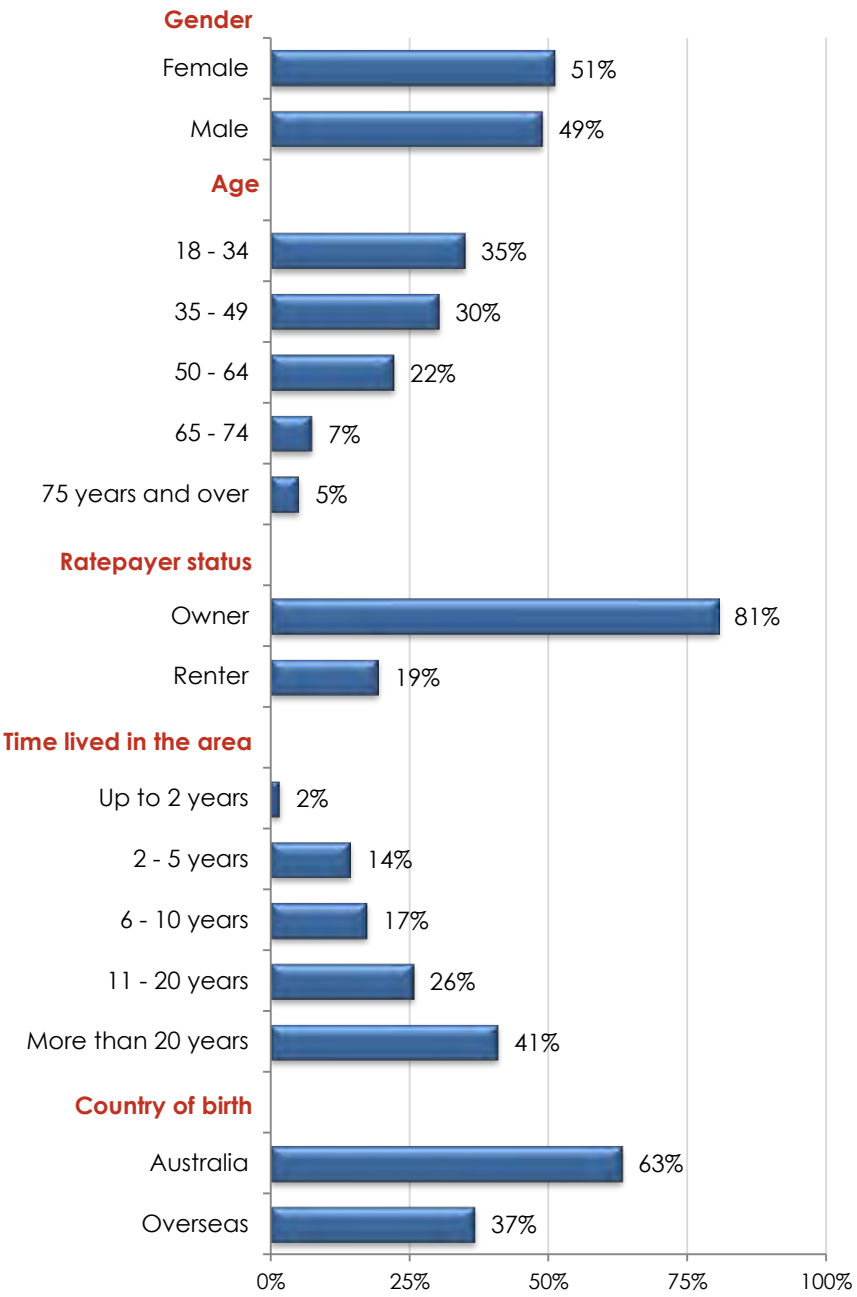
Note: Only respondents who rated services/facilities a 4 or 5 in importance were asked to rate their satisfaction with that service/facility.

Errors: Data in this publication is subject to sampling variability because it is based on information relating to a sample of residents rather than the total number. This difference (sampling error) may occur due to imperfections in reporting and errors made in processing the data. This may occur in any enumeration, whether it is a full count or sample.

Efforts have been made to reduce the non-sampling error by careful design of the questionnaire and detailed checking of completed questionnaires.

Sample Profile

Note: The data has been weighted by age and gender to reflect the ABS 2011 Census.



Base: n = 600

Key Findings

Overview (Overall satisfaction)

This is a strong result for Council, with 94% of residents indicating they are at least 'somewhat satisfied' with the performance of Blacktown City Council.

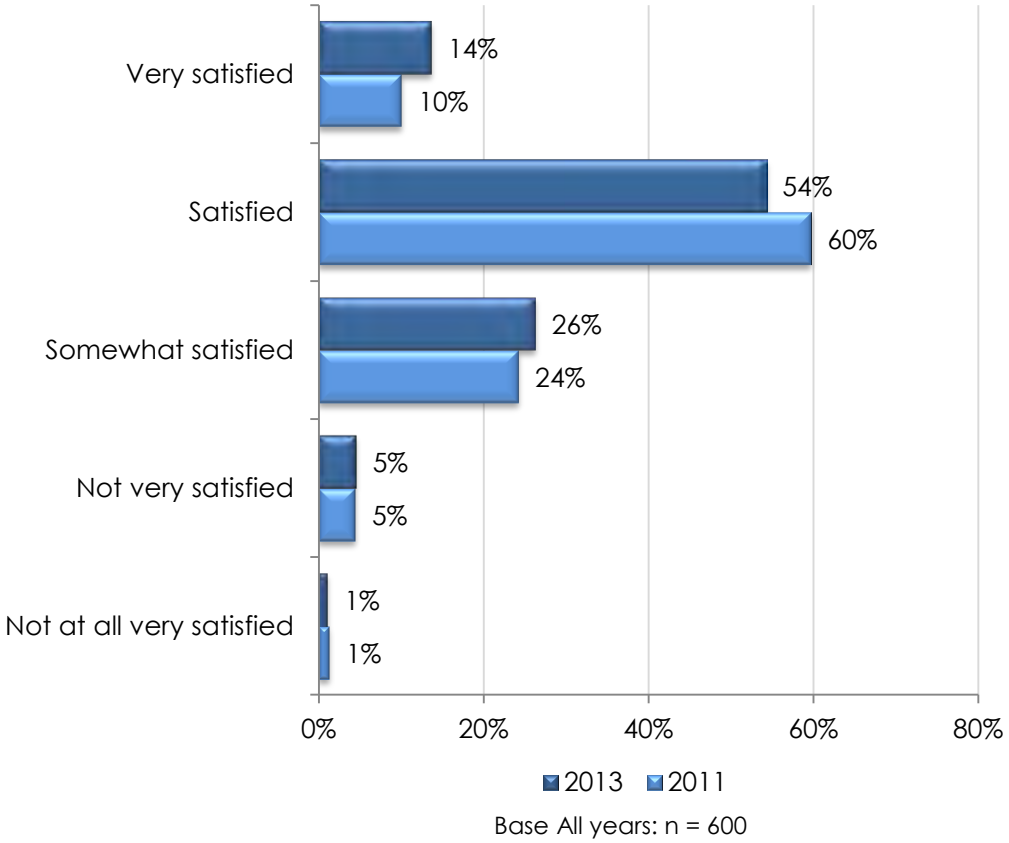
This outcome is statistically similar to 2011 and significantly higher than all of Micromex's LGA benchmarks.

Q. *Overall, for the last 12 months, how satisfied are you with the performance of Blacktown City Council, not just on one or two issues, but across all responsibility areas?*

	18 - 34	35 - 49	50 - 64	65-74	75+	Male	Female	Owner	Renter	2011	2013
Mean ratings	3.89	3.67	3.73	3.66	3.40	3.75	3.75	3.75	3.74	3.73	3.75

NSW LGA BRAND SCORES	Metro	Regional	All of NSW	Blacktown Overall 2013
Mean ratings	3.45▼	3.22▼	3.31▼	3.75▲

▲▼ = significantly higher/lower level of satisfaction by group



Base All years: n = 600

Key Findings

Key Satisfaction Trends

Residents' satisfaction with 46 out of the 47 services ranged from 'moderate' to 'very high' satisfaction.

Compared to the previous research conducted in 2011, there was a positive increase in residents' level of satisfaction with 23 of the 47 services and facilities provided by Council, these include:

- Access to public transport
- Addressing climate change
- Community involvement on environmental issues
- Community safety/Crime prevention
- Condition of cycleways
- Condition of local roads
- Council's provision of information to residents
- Development compatible with the local area
- Enforcement of planning and development controls
- Graffiti removal
- Keeping public places clean
- Litter control and rubbish dumping
- Managing new development in your area
- Playgrounds
- Protecting heritage values and buildings
- Protection of natural bushland
- Storm water drain flood prevention
- Street cleaning
- Support for aged persons
- Support for people with a disability
- Support for youth
- Traffic management on local roads
- Water and energy use

Also, there were no decreases in residents' level of satisfaction with any of the 47 services and facilities provided by Council.

Key Findings

Support for prompted options

48% of the community supported Blacktown City Council applying for a rate variation that would allow the development of a long term resourcing strategy, that would maintain service levels and cover the funding needed for infrastructure renewal.

39% supported Council maintaining infrastructure but reducing other services in order to remain with the rate peg.

Only 14% of residents wanted to maintain current services at the expense of allowing for a decline in local infrastructure.

Residents have no stomach for a decline in infrastructure (86%) and the general majority (61%) do not want to see a decline in services.

OPTION 1Council could fund infrastructure renewal by reducing other services without a special rate rise.
This would result in a reduction of the current level of other Council services and facilities – which might mean, for example:

- *Reduced opening hours of facilities such as pools or libraries*
- *Less frequent mowing of sporting fields and parks*
- *Fewer community events*
- *There would be an annual rate increase of around 3% as set each year by the State Government.*
- *This option would not allow for new facilities and services to be introduced such as more local parks, footpaths and community buildings, but it would allow Council to maintain and renew those facilities we already have*

OPTION 2 Council could maintain its current services and limit any rate rises to the usual 3% annual rise set by the State Government – but allow the condition of infrastructure – like roads, footpaths, community buildings, parks and drainage to deteriorate over time. For example, local roads may have more potholes, park furniture which is damaged may not be able to be replaced, and community buildings may not be refurbished when they need it.

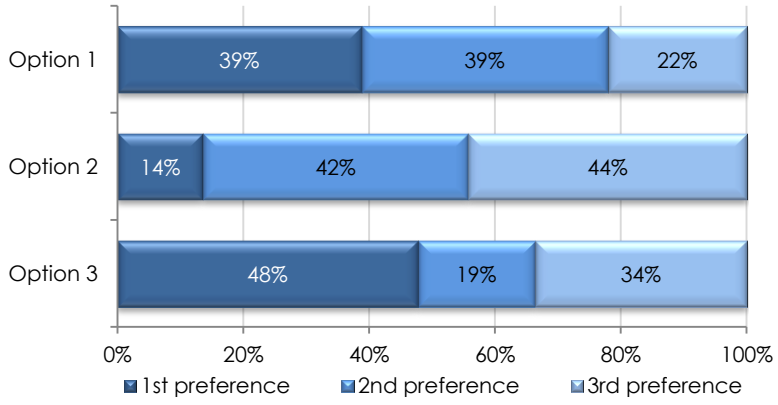
OPTION 3 Council could keep services at current levels and increase rates enough to cover the funding needed for infrastructure renewal. This would mean a total rate increase of about 6% next year, including the usual 3% set by the State Government. This higher level of rates would apply every year thereafter. This option would mean most ratepayers would pay slightly under $50 more rates next year (and this higher level of rates would remain in future years). This would mean Council could still provide existing levels of other services and facilities and have the funds to properly maintain and renew local infrastructure.

Q. *How supportive are you of Council proceeding with this option?*

	Option 1	Option 2	Option 3
Mean ratings	**2.99**	**2.16**	**3.09**

Significantly higher than the average
Significantly lower than the average

Q. *Please and the 3 options in order of preference:*



Key Findings

Comparison to LGA Benchmarks

Of the 26 measurable services and facilities, 20 ranked higher than the benchmark and 2 rated equal to the benchmark, with the remaining 3 falling below the satisfaction benchmark.

Service/Facility	Blacktown City Council Satisfaction Scores	Satisfaction Benchmark
Above the Benchmark		
Condition of cycle ways	3.7	3.2
Storm water drain flood prevention	3.7	3.2
Condition of local roads	3.2	2.7
Managing new development in your area	3.5	3.1
Swimming pools and leisure centres	4.0	3.7
Protecting heritage values and buildings	3.8	3.5
Access to cycle way and footpath networks	3.5	3.2
Support for people with a disability	3.7	3.4
Condition of footpaths	3.3	3.0
Sporting ovals, grounds and facilities	4.0	3.7
Support for youth	3.4	3.1
Library services	4.4	4.1
Blacktown Arts Centre	4.1	3.9
Domestic garbage and recycling	4.3	4.1
Availability of car parking in Mount Druitt and Blacktown CBDs	3.2	3.0
Council's provision of information to residents	3.5	3.3
Protection of natural bushland	3.7	3.5
Condition of community centres and halls	3.8	3.6
Council's effort to reduce its own environmental impact	3.5	3.4
Protecting bushland and biodiversity during development	3.6	3.5
Equal to the Benchmark		
Support for aged persons	3.6	3.6
Availability of car parking near train stations and bus interchanges	3.0	3.0
Below the Benchmark		
Addressing climate change	3.3	3.4
Maintenance of local parks and gardens	3.6	3.7
Appearance of Mount Druitt and Blacktown CBDs and other commercial areas	3.1	3.3

Scale: 1 = not at all satisfied, 5 = very satisfied

Key Findings

Identifying Priorities via Specialised Analysis (Explanation)

The specified research outcomes required us to measure both community importance and community satisfaction with a range of specific service delivery areas. In order to identify core priorities, we undertook a 2 step analysis process on the stated importance and rated satisfaction data, after which we conducted a third level of analysis. This level of analysis was a Shapley Regression on the data in order to identify which facilities and services are the actual drivers of overall satisfaction with Council.

By examining both approaches to analysis we have been able to:

1. Identify and understand the hierarchy of community priorities

2. Inform the deployment of Council resources in line with community aspirations

Step 1. Performance Gap Analysis (PGA)

PGA establishes the gap between importance and satisfaction. This is calculated by subtracting the mean satisfaction score from the mean importance score. In order to measure performance gaps, respondents are asked to rate the importance of, and their satisfaction with, each of a range of different services or facilities on a scale of 1 to 5, where 1 = low importance or satisfaction and 5 = high importance or satisfaction. These scores are aggregated at a total community level.

The higher the differential between importance and satisfaction, the greater the difference is between the provision of that service by Blacktown City Council and the expectation of the community for that service/facility.

In the table on the following page, we can see the 47 services and facilities that residents rated by importance and then by satisfaction.

When analysing the performance gaps, it is important to recognise that, for the most part, a gap of up to 1.0 is acceptable when the initial importance rating is 4.0+, as it indicates that residents consider the attribute to be of 'high' to 'very high' importance and that the satisfaction they have with Blacktown City Council's performance on that same measure, is 'moderate' to 'moderately high'.

For example, 'availability of car parking in Mount Druitt and Blacktown CBDs' was given an importance score of 4.15, which indicates that it is considered an area of 'high' importance by residents. At the same time it was given a satisfaction score of 3.22, which indicates that residents are 'moderately satisfied' with Blacktown City Council performance and focus on that measure.

In the case of a performance gap such as for the 'Blacktown Arts Centre' (2.91 importance vs. 4.08 satisfaction), we can identify that the facility/service has only 'moderately low' importance to the broader community, but for residents who feel that this facility is important, it is providing a 'high' level of satisfaction.

Key Findings

When analysing performance gap data, it is important to consider both stated satisfaction and the absolute size of the performance gap.

Performance Gap Ranking

Ranking 2011	Ranking 2013	Service/Facility	Importance Mean	Satisfaction Mean	Performance Gap
3	1	Public toilets	4.22	2.71	-1.51
1	2	Condition of local roads	4.66	3.16	-1.50
2	3	Graffiti removal	4.32	3.02	-1.30
	4	Availability of car parking near train stations and bus interchanges	4.23	3.04	-1.19
9	5	Encouragement of local employment	4.45	3.29	-1.16
	6	Appearance of Mount Druitt and Blacktown CBDs and other commercial areas	4.26	3.12	-1.14
5	7	Community safety/Crime prevention	4.74	3.61	-1.13
8	8	Condition of footpaths	4.42	3.31	-1.11
4	9	Keeping public places clean	4.69	3.60	-1.09
11	10	Healthy natural waterways	4.61	3.60	-1.01
13	11	Maintenance of local parks and gardens	4.56	3.58	-0.98
6	12	Litter control and rubbish dumping	4.62	3.65	-0.97
11	13	Support for youth	4.35	3.39	-0.96
6	14	Availability of car parking in Mount Druitt and Blacktown CBDs	4.15	3.22	-0.93
15	15	Traffic management on local roads	4.41	3.53	-0.88
20	16	Managing new development in your area	4.28	3.46	-0.82
18	17	Council's provision of information to residents	4.27	3.45	-0.82
10	18	Water and energy use	4.52	3.72	-0.80
15	19	Support for people with a disability	4.41	3.66	-0.75
20	20	Protection of natural bushland	4.46	3.73	-0.73
	21	Protecting bushland and biodiversity during development	4.31	3.59	-0.72
17	22	Street cleaning	4.35	3.65	-0.70
22	23	Development compatible with the local area	4.17	3.48	-0.69
26	24	Enforcement of planning and development controls	4.07	3.39	-0.68
24	25	Storm water drain flood prevention	4.40	3.73	-0.67
26	26	Opportunities to participate in Council decision making	3.77	3.11	-0.66
23	27	Support for aged persons	4.27	3.64	-0.63
25	28	Community involvement on environmental issues	4.09	3.51	-0.58
	29	Council's effort to reduce its own environmental impact	4.06	3.48	-0.58
14	30	Access to public transport	4.40	3.88	-0.52
28	31	Addressing climate change	3.77	3.34	-0.43
31	32	Domestic garbage and recycling	4.72	4.31	-0.41
30	33	Dog and cat control	4.04	3.72	-0.32

Key Findings

When analysing performance gap data, it is important to consider both stated satisfaction and the absolute size of the performance gap.

Performance Gap Ranking (Continued)

Ranking 2011	Ranking 2013	Service/Facility	Importance Mean	Satisfaction Mean	Performance Gap
32	34	Playgrounds	4.12	3.81	-0.31
29	35	Protecting heritage values and buildings	4.10	3.81	-0.29
34	36	Access to cycle way and footpath networks	3.79	3.52	-0.27
33	37	Sporting ovals, grounds and facilities	4.19	3.97	-0.22
35	38	Support for the multicultural community	3.94	3.79	-0.15
36		Swimming pools and leisure centres	4.13	3.98	-0.15
38	40	Festivals and major events	3.99	3.91	-0.08
38	41	Condition of community centres and halls	3.81	3.77	-0.04
37	42	Condition of cycle ways	3.65	3.74	0.09
41	43	Childcare facilities and services	3.5	3.69	0.19
40	44	Library services	3.96	4.35	0.39
	45	Blacktown International Sports Park	3.81	4.27	0.46
42	46	Council Internet/Computer service	3.3	4.08	0.78
43	47	Blacktown Arts Centre	2.91	4.08	1.17

Key Findings

When we examine the 9 largest performance gaps, we can identify that all the services or facilities have been rated as 'very high' to 'extremely high' in importance. Resident satisfaction for all of these areas is between 2.71 and 3.61, which indicates that resident satisfaction for these measures is 'moderately low' to 'moderately high'.

Ranking	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Public toilets	4.22	2.71	-1.51
2	Condition of local roads	4.66	3.16	-1.50
3	Graffiti removal	4.32	3.02	-1.30
4	Availability of car parking near train stations and bus interchanges	4.23	3.04	-1.19
5	Encouragement of local employment	4.45	3.29	-1.16
6	Appearance of Mount Druitt and Blacktown CBDs and other commercial areas	4.26	3.12	-1.14
7	Community safety/Crime prevention	4.74	3.61	-1.13
8	Condition of footpaths	4.42	3.31	-1.11
9	Keeping public places clean	4.69	3.60	-1.09

The key outcomes of this analysis would suggest that, while there are opportunities to improve satisfaction across a range of services/facilities, 'public toilets' is the area of least relative satisfaction.

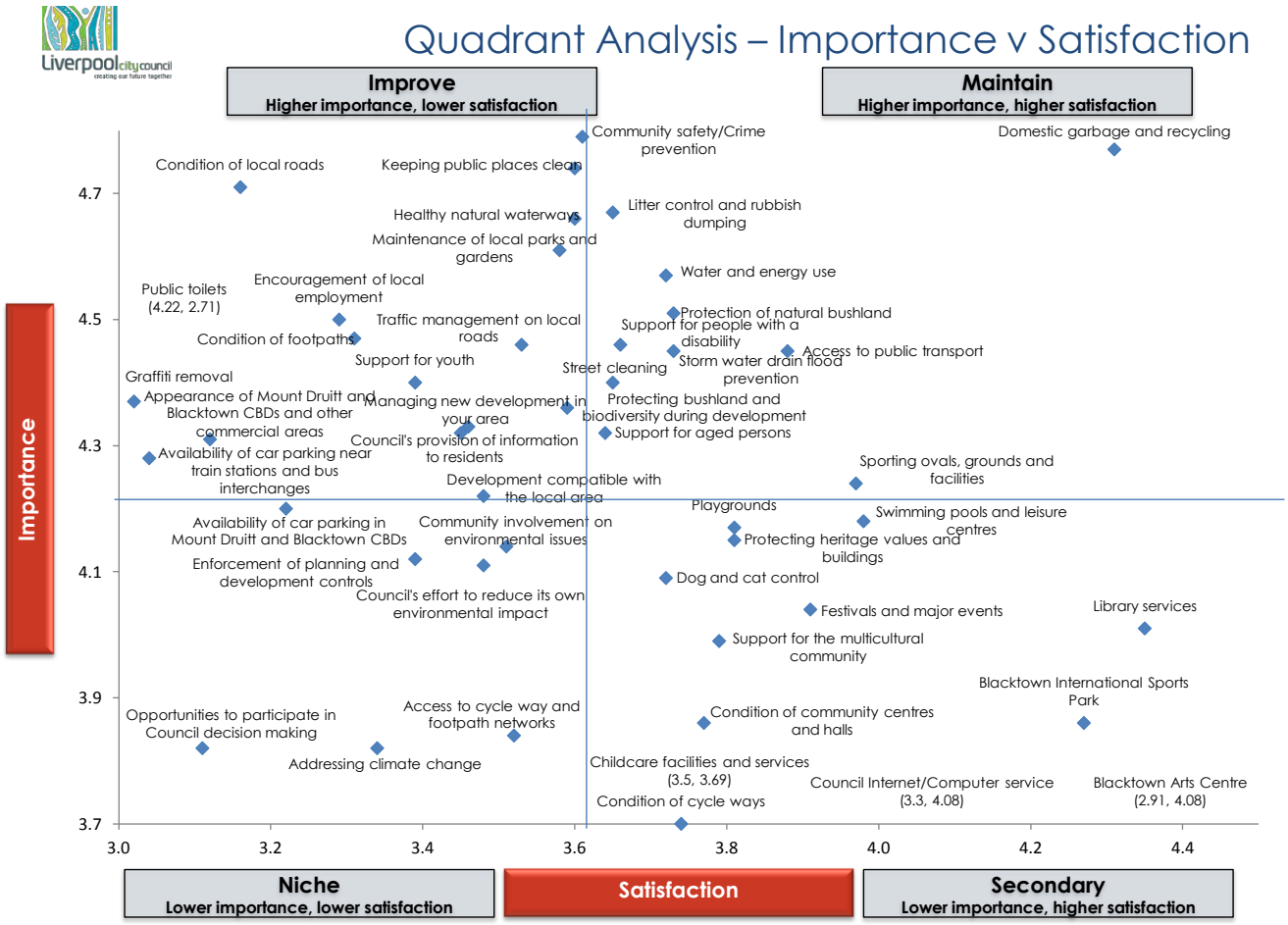
Note: Performance gap is the first step in the process, we now need to identify comparative ratings across all services and facilities to get an understanding of relative importance and satisfaction at an LGA level. This is when we undertake step 2 of the analysis.

Quadrant Analysis

Step 2. Quadrant Analysis

Quadrant analysis is a useful tool for planning future directions. It combines the stated needs of the community and assesses Blacktown City Council's performance in relation to these needs.

This analysis is completed by plotting the variables on x and y axes, defined by stated importance and rated satisfaction. We aggregate the mean scores for stated importance and rated satisfaction to identify where the facility or service should be plotted. For these criteria, the average stated importance score was 4.18 and the average rated satisfaction score was 3.61. Therefore, any facility or service that received a mean stated importance score of ≥ 4.18 would be plotted in the higher importance section and, conversely, any that scored < 4.18 would be plotted into the lower importance section. The same exercise is undertaken with the satisfaction ratings above, equal to or below 3.61. Each service or facility is then plotted in terms of satisfaction and importance, resulting in its placement in one of four quadrants.



Key Findings

Explaining the 4 quadrants

Attributes in the top right quadrant, **MAINTAIN,** such as 'sporting ovals, grounds and facilities', are Council's core strengths, and should be treated as such. Maintain, or even attempt to improve your position in these areas, as they are influential and address clear community needs.

Attributes in the top left quadrant, **IMPROVE,** such as 'public toilets', are areas where Council is perceived to be currently under-performing and are key concerns in the eyes of your residents. In the vast majority of cases you should aim to improve your performance in these areas to better meet the community's expectations.

Attributes in the bottom left quadrant, **NICHE**, such as 'access to cycle way and footpath networks', are of a relatively lower priority (and the word 'relatively' should be stressed – they are still important). These areas tend to be important to a particular segment of the community.

Finally, attributes in the bottom right quadrant, **SECONDARY**, such as 'dog and cat control' core strengths, but in relative terms they are less important than other areas and Council's servicing in these areas may already be exceeding expectation. Consideration could be given to rationalising focus in these areas as they are not community priorities for improvement.

Recommendations based only on stated importance and satisfaction have major limitations, as the actual questionnaire process essentially 'silos' facilities and services as if they are independent variables, when they are in fact all part of the broader community perception of Council's performance.

Residents' priorities identified in stated importance/satisfaction analysis often tend to be in areas that are problematic. No matter how much focus a Council dedicates to 'local roads', it will often be found in the **IMPROVE** quadrant. This is because, perceptually, the condition of local roads can always be better.

Furthermore, the outputs of stated importance and satisfaction analysis address the current dynamics of the community, they do not predict which focus areas are the most likely agents to change the community's perception of Council's overall performance.

Therefore, in order to identify how Blacktown City Council can actively drive overall community satisfaction, we conducted further analysis.

Key Findings

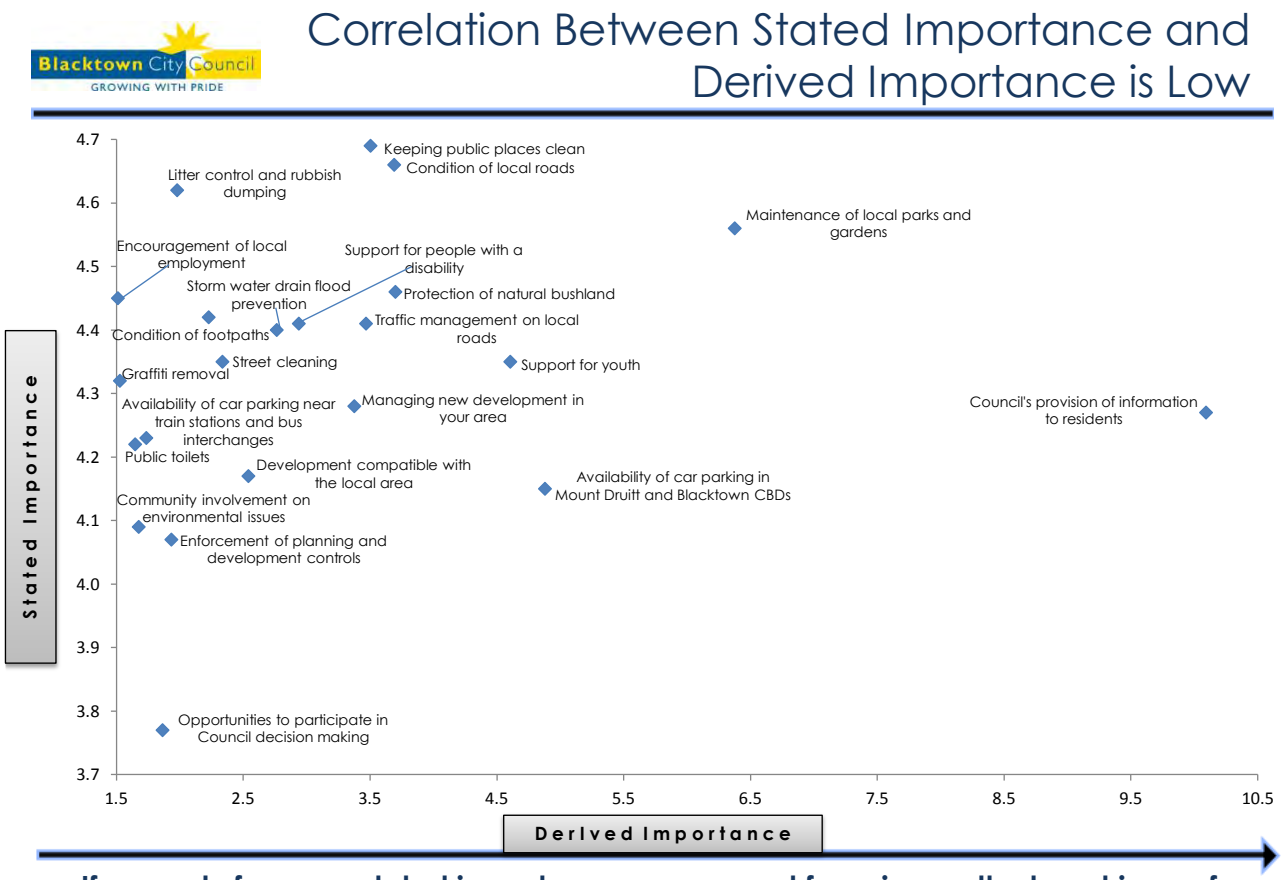
The Shapley Value Regression

We recently finalised the development of a Council Satisfaction Model, to identify priorities that will drive overall satisfaction with Council.

This model was developed by conducting specialised analysis from over 30,000 LGA interviews conducted since 2005. In essence, it proved that increasing resident satisfaction by actioning the priorities they stated as being important does not necessarily positively impact on overall satisfaction with the Council. This regression analysis is a statistical tool for investigating relationships between dependent variables and explanatory variables.

What Does This Mean?

The learning is that if we only rely on the stated community priorities, we will not be allocating the appropriate resources to the actual service attributes that will improve overall community satisfaction. Using regression analysis we can identify the attributes that essentially build overall satisfaction. We call the outcomes 'derived importance'.



If you only focus on stated importance, you are not focusing on the key drivers of community satisfaction

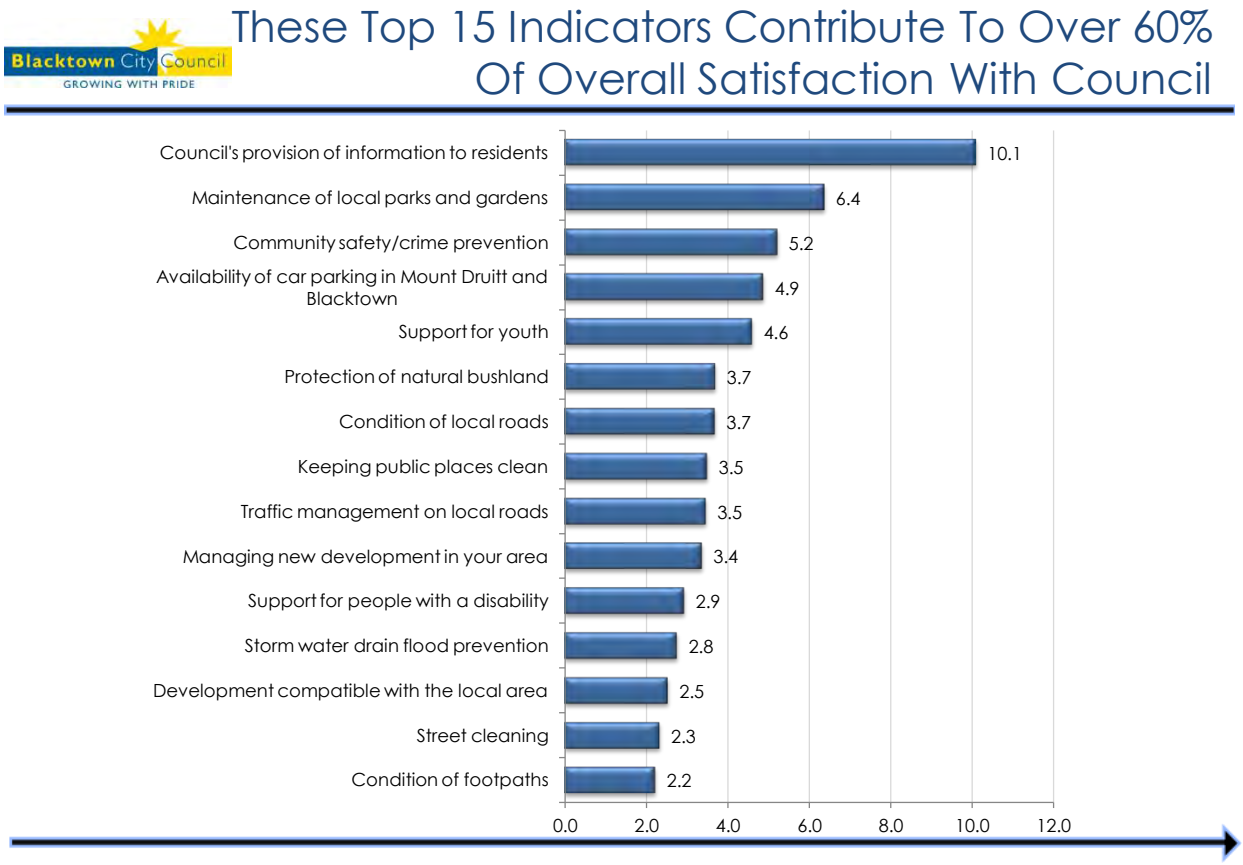
In the chart above, on the vertical axis of 'stated importance', all the facilities/services fall in relatively close proximity to each other (i.e. between approximately 3.7 & 4.7), however, on the horizontal axis the attributes are spread between 1.5 and 10.5. The further an attribute is found to the right of the horizontal axis of 'derived importance', the more it contributes in driving overall satisfaction with Council.

Key Findings

Key Drivers of Satisfaction with Blacktown City Council

The results in the chart below provide Blacktown City Council with a complete picture of both the extrinsic and intrinsic community priorities and motivations and identify what attributes are the key drivers of community satisfaction.

These top 15 services/facilities account for over 60% of overall satisfaction with Council. This indicates that the remaining 32 attributes we obtained measures on have only a limited impact on the community's satisfaction with Blacktown City Council's performance. Therefore, whilst all 47 service/facility areas are important, only a minority of them are significant drivers of the community's overall satisfaction with Council.



The contributors to satisfaction are not to be misinterpreted as an indicated of current dissatisfaction

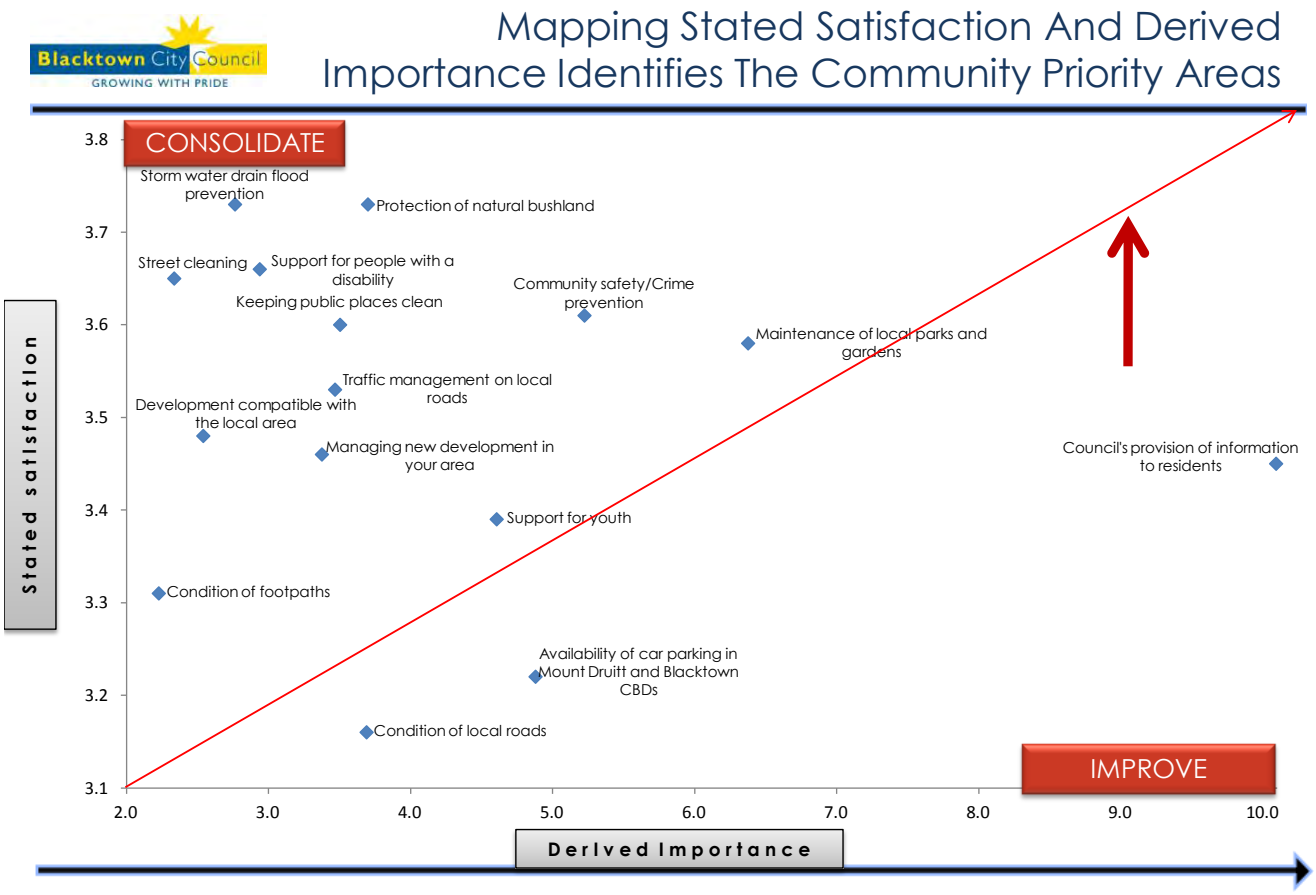
These 15 services/facilities are the key community priorities and by addressing these, Blacktown City Council will improve overall community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council.

In the above chart, 'condition of footpaths' contributes 2.2% towards overall satisfaction, while 'Council's provision of information to residents' (10.1%) is a far stronger driver, contributing almost five times as much to overall satisfaction with Council.

Key Findings

Clarifying Priorities

If Blacktown City Council can address these core drivers, they will be able to improve resident satisfaction with their performance. In the chart below we can see that, for many of the core drivers, Council is already performing reasonably well. There are clear opportunities, however, to improve satisfaction with the services/facilities that fall below the diagonal line.



The key drivers of overall community satisfaction with Council revolve around 'Council's provision of information to residents', car parking in the CBDs and the condition of the local roads

The key outcomes of this analysis indicate that 'Council's provision of information to residents' is the priority area from a resident perspective.

Summary of Critical Outcomes

The summary table below combines the outcomes of the regression analysis with the stated importance and satisfaction outcomes of the performance gap and quadrant analysis.

In developing future plans and strategies Blacktown City Council should consider the implications raised by each form of analysis.

	Shapley's Analysis	Gap Analysis	Quadrant Analysis
Council's provision of information to residents	10.1	-0.82	Improve
Maintenance of local parks and gardens	6.4	-0.98	Improve
Community safety/crime prevention	5.2	-1.13	Maintain
Availability of car parking in Mount Druitt and Blacktown CBDs	4.9	-0.93	Niche
Support for youth	4.6	-0.96	Improve
Protection of natural bushland	3.7	-0.73	Maintain
Condition of local roads	3.7	-1.50	Improve
Keeping public places clean	3.5	-1.09	Improve
Traffic management on local roads	3.5	-0.88	Improve
Managing new development in your area	3.4	-0.82	Improve
Support for people with a disability	2.9	-0.75	Maintain
Storm water drain flood prevention	2.8	-0.67	Maintain
Development compatible with the local area	2.5	-0.69	Niche
Street cleaning	2.3	-0.70	Maintain
Condition of footpaths	2.2	-1.11	Improve

Summary & Recommendations

This is a positive result for Blacktown City Council, with 46 of the 47 services/facilities/criteria rated as being of 'moderate' to 'very high' satisfaction, and overall satisfaction with Council exceeding our All of NSW Benchmark and our Metro Council Benchmark.

Since 2011 community satisfaction has improved across 23 of the 47 services/facilities/criteria rated and declined in none.

Residents have no stomach for a decline in infrastructure (86%) and the general majority (61%) do not want to see a decline in services.

When prompted, 48% of the community indicated a preference for a special rate variation on the basis that it would allow Blacktown City Council to develop a delivery plan that would maintain current services levels and allow for infrastructural renewals. 39% supported a resourcing strategy that would allow for a decline in services in order to allow for infrastructure renewal. Only 14% of residents wanted to maintain Council services at the expense of local infrastructure.

The regression data identifies that while Council's provision of information to residents is the key driver of satisfaction, other significant driver revolve around the maintenance, condition and cleanliness of the LGA.

The outcomes of this research have identified that the broader community is essentially supportive of Council seeking to increase rates in order to maintain local services and facilities.

The research indicates that Council should:

1. Clarify and engage with the community on issues such as, 'traffic management on local roads', 'managing new development in your area' and 'development compatible with the local area'
2. Understand infrastructural expectations around 'condition of local roads', 'condition of footpaths' and 'availability of car parking in Mount Druitt and Blacktown CBDs'
3. Consult with the community to understand current and future service expectations and aspirations with regard to 'maintenance of local parks and gardens', 'protection of natural bushland, 'keeping public places clean', 'street cleaning' and 'protection of natural bushland'
4. Explore the community's needs with regard to 'community safety/crime prevention', 'support for youth' and support for people with a disability'

Section A
Detailed Findings
Importance of, and Satisfaction with, Council Services and Facilities

Importance of, and Satisfaction with, Council Services and Facilities

The Unipolar Scale of 1 to 5, where 1 was the lowest importance or satisfaction and 5 the highest importance or satisfaction, was used in all rating questions.

Interpreting the Mean Scores

Within the report, the mean ratings for each of the criteria have been assigned a determined level of 'importance' or 'satisfaction'. This determination is based on the following groupings:

Mean rating:	
1.99 or lower	'Very low' level of importance/satisfaction
2.00 – 2.49	'Low' level of importance/satisfaction
2.50 – 2.99	'Moderately low' levels of importance/satisfaction
3.00 – 3.59	'Moderate' level of importance/satisfaction
3.60 – 3.89	'Moderately high' level of importance/satisfaction
3.90 – 4.19	'High' level of importance/satisfaction
4.20 – 4.49	'Very high' level of importance/satisfaction
4.50 +	'Extreme' level of importance/satisfaction

Participants were asked to indicate which best described their opinion of the importance of the following services/facilities to them. Respondents who rated services/facilities a 4 or 5 in importance were then asked to rate their satisfaction with that service/facility.

Blacktown City Council
GROWING WITH PRIDE

We Explored Resident Response To 47 Service Areas

Sustainable Living

Addressing climate change
Blacktown Arts Centre
Blacktown International Sports Park
Childcare facilities and services
Community involvement on environmental issues
Community safety/Crime prevention
Council internet/Computer service
Council's effort to reduce its own environmental impact
Dog and cat control
Domestic garbage and recycling
Encouragement of local employment
Healthy natural waterways
Keeping public places clean
Library services
Litter control and rubbish dumping
Playgrounds
Protection of natural bush land
Sporting ovals, grounds and facilities
Street cleaning
Support for aged persons
Support for people with a disability
Support for the multicultural community
Support for youth
Swimming pools and leisure centres
Water and energy use

City Assets

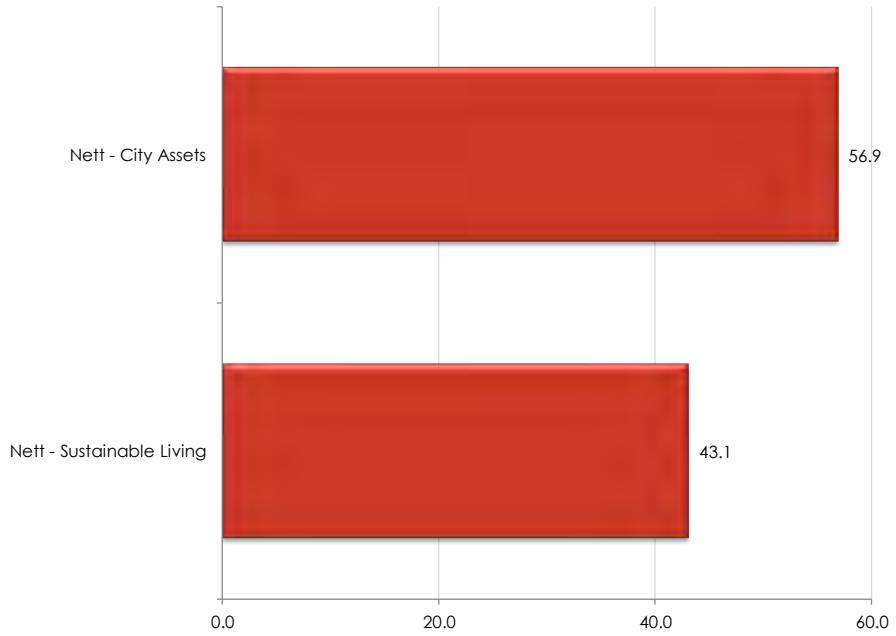
Access to cycle way and footpath networks
Access to public transport
Appearance of Mount Druitt and Blacktown CBDs and commercial areas
Availability of car parking in Mount Druitt and Blacktown CBDs
Availability of car parking near train stations and bus interchanges
Condition of community centres and halls
Condition of cycle ways
Condition of footpaths
Condition of local roads
Council's provision of information during to residents
Development compatible with the local area
Enforcement of planning and development controls
Festivals and major events
Graffiti removal
Maintenance of local parks and gardens
Managing new development in your area
Opportunities to participate in Council decision making
Protecting bush land and biodiversity during development
Protecting heritage values and buildings
Public toilets
Storm water drain flood prevention
Traffic management and local roads

Importance of, and Satisfaction, with Council Services and Facilities

Key Service Areas' Contribution to Overall Satisfaction

By combining the outcomes of the regression data, we can identify the derived importance of the different Nett Priority Areas.

Contribution to Overall Satisfaction with Council's Performance



City Assets (56.9%) is the key contributor toward overall satisfaction with Council performance.

The services and facilities grouped under this banner included:

- Access to cycleway and footpath networks
- Access to public transport
- Appearance of Mount Druitt and Blacktown CBDs and commercial areas
- Availability of car parking in Mount Druitt and Blacktown CBDs
- Availability of car parking near train stations and bus interchanges
- Condition of community centres and halls
- Condition of cycle ways
- Condition of footpaths
- Condition of local roads
- Council's provision of information during to residents
- Development compatible with the local area
- Enforcement of planning and development controls
- Festivals and major events
- Graffiti removal
- Maintenance of local parks and gardens
- Managing new development in your area
- Opportunities to participate in Council decision making
- Protecting bushland and biodiversity during development
- Protecting heritage values and buildings
- Public toilets
- Storm water drain flood prevention
- Traffic management and local roads

This is not to indicate that the other priority areas are less important, but rather that some of the services and facilities grouped under the banner of 'City Assets' are core drivers of resident satisfaction.

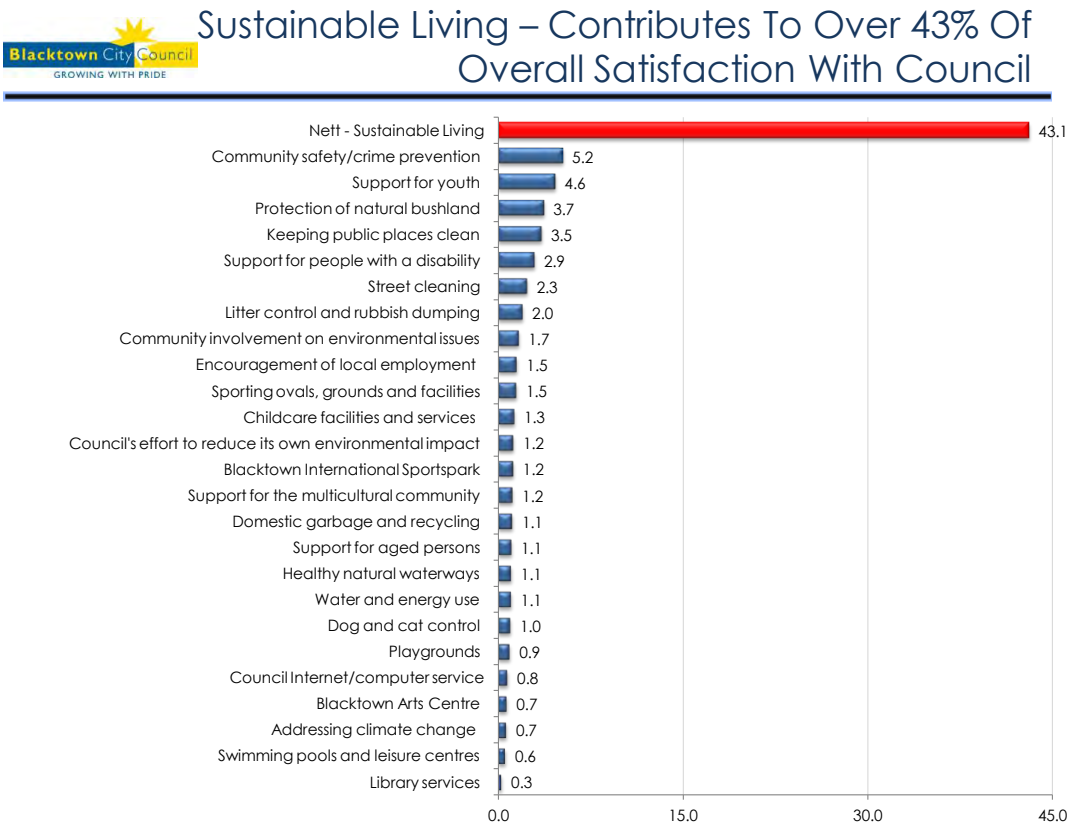
Importance/Satisfaction – Sustainable living

Services and facilities explored included:

- Addressing climate change
- Blacktown Arts Centre
- Blacktown International Sports park
- Childcare facilities and services
- Community involvement on environmental issues
- Community safety/crime prevention
- Council internet/computer service i.e. at library, community centre etc
- Councils effort to reduce its own environmental impact
- Dog and cat control
- Domestic garbage and recycling
- Encouragement of local employment
- Healthy natural waterways
- Keeping public places clean
- Library services
- Litter control and rubbish dumping
- Playgrounds
- Protection of natural bush land
- Sporting ovals, grounds and facilities
- Street cleaning
- Support for aged persons
- Support for people with a disability
- Support for the multicultural community
- Support for youth
- Swimming pools and leisure centres
- Water and energy use

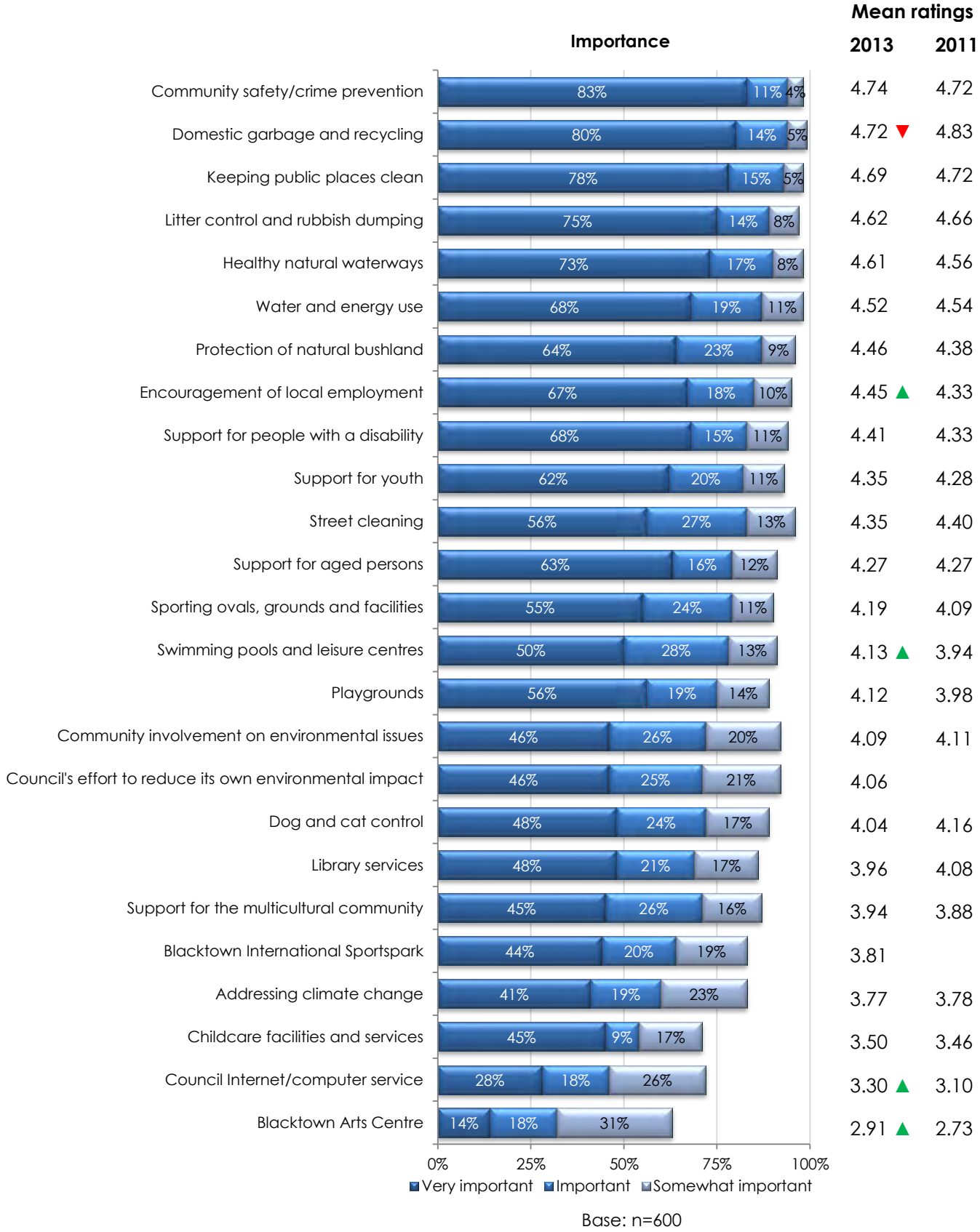
Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for over 43% of overall satisfaction, based on the regression analysis.



Importance/Satisfaction – Sustainable Living

Note: The hierarchal sorting of each graph is relative to the mean importance rating for the current year.



Base: n=600

Scale: 1 = not at all important, 5 = very important
▲▼ = significantly higher/lower level of satisfaction by year

Importance/Satisfaction – Sustainable Living

Note: The hierarchal sorting of each graph is relative to the mean importance rating for the current year.

Base: n=183-562

Scale: 1 = not at all satisfied, 5 = very satisfied
▲▼ = significantly higher/lower level of satisfaction by year

Importance/Satisfaction – Sustainable Living

Note: The hierarchal sorting of the table is relative to the performance gap for the current year.

	Performance Gap		Year on Year Difference
	2013	2011	
Encouragement of local employment	-1.16	-1.12	-0.04
Community safety/crime prevention	-1.14	-1.31	+0.17
Keeping public places clean	-1.09	-1.38	+0.29
Healthy natural waterways	-1.01	-1.03	+0.02
Litter control and rubbish dumping	-0.97	-1.19	+0.22
Support for youth	-0.96	-1.03	+0.07
Water and energy use	-0.80	-1.09	+0.29
Support for people with a disability	-0.75	-0.91	+0.16
Protection of natural bushland	-0.73	-0.85	+0.12
Street cleaning	-0.70	-0.90	+0.20
Support for aged persons	-0.62	-0.79	+0.17
Council's effort to reduce its own environmental impact	-0.58		
Community involvement on environmental issues	-0.58	-0.77	+0.19
Addressing climate change	-0.44	-0.60	+0.16
Domestic garbage and recycling	-0.41	-0.48	+0.07
Dog and cat control	-0.32	-0.51	+0.19
Playgrounds	-0.31	-0.43	+0.12
Sporting ovals, grounds and facilities	-0.22	-0.23	+0.01
Support for the multicultural community	-0.15	-0.18	+0.03
Swimming pools and leisure centres	-0.15	+0.05	-0.20
Childcare facilities and services	+0.20	+0.34	-0.14
Library services	+0.39	+0.24	+0.15
Blacktown International Sportspark	+0.46		
Council Internet/computer service	+0.78	+0.90	-0.12
Blacktown Arts Centre	+1.18	+1.23	-0.05

Note: Green and red type indicate positive and negative shifts greater than 0.2 from 2011.

Importance/Satisfaction – Sustainable Living

Overview of Rating Scores

Importance – overall

Extremely high	Community safety/Crime prevention
	Domestic garbage and recycling
	Keeping public places clean
	Litter control and rubbish dumping
	Healthy natural waterways
	Water and energy use
Very high	Protection of natural bushland
	Encouragement of local employment
	Support for people with a disability
	Support for youth
	Street cleaning
	Support for aged persons
High	Sporting ovals, grounds and facilities
	Swimming pools and leisure centres
	Playgrounds
	Community involvement on environmental issues
	Council's effort to reduce its own environmental impact
	Dog and cat control
	Library services
	Support for the multicultural community
Moderately high	Blacktown International Sportspark
	Addressing climate change
Moderate	Childcare facilities and services
	Council Internet/Computer service
Moderately low	Blacktown Arts Centre

Importance/Satisfaction – Sustainable Living

Overview of Rating Scores

Importance – by age

Residents aged 35-49 rated 'sporting ovals, grounds and facilities' significantly higher in importance.

Residents aged 50-64 rated 'support for people with a disability' and 'encouragement of local employment' significantly higher in importance.

Residents aged 50+ rated 'support for aged persons' significantly higher in importance.

Importance – by gender

Males rated 'street cleaning', 'litter control and rubbish dumping', 'dog and cat control', 'domestic garbage and recycling', 'water and energy use, 'community involvement on environmental issues', 'addressing climate change' and 'Council's efforts to reduce its own environmental impact' significantly lower in importance.

Females rated 'litter control and rubbish dumping', 'community safety/crime prevention', 'Blacktown Arts Centre', 'support for youth', 'protection of natural bushland', 'healthy natural waterways', 'water and energy use', 'community involvement on environmental issues', 'addressing climate change'and 'Council's effort to reduce its own environmental impact' significantly higher in importance.

Importance – by ratepayer status

There were no significant differences by ratepayer status.

Importance – compared to previous year

'Domestic garbage and recycling' was rated significantly less important in 2013 than in 2011.

'Encouragement of local employment', 'swimming pools and leisure centres', 'Council Internet/computer service'and Blacktown Arts Centre' were rated significantly more important in 2013 than in 2011.

Importance/Satisfaction – Sustainable Living

Overview of Rating Scores

Satisfaction – overall

Very high	Library services
	Domestic garbage and recycling
	Blacktown International Sportspark
High	Blacktown Arts Centre
	Council Internet/Computer Service
	Swimming pools and leisure centres
	Sporting ovals, grounds and facilities
Moderately high	Playgrounds
	Support for the multicultural community
	Protection of natural bushland
	Dog and cat control
	Water and energy use
	Childcare facilities and services
	Support for people with a disability
	Street cleaning
	Litter control and rubbish dumping
	Support for aged persons
	Community safety/Crime prevention
	Keeping public places clean
	Healthy and natural waterways
Moderate	Community involvement on environmental issues
	Council's effort to reduce its own environmental impact
	Support for youth
	Addressing climate change
	Encouragement of local employment

Importance/Satisfaction – Sustainable Living

Overview of Rating Scores

Satisfaction – by age

Residents aged 18-34 rated 'street cleaning', 'litter control and rubbish dumping', 'community safety/Crime prevention', 'playgrounds', 'support for people with a disability', 'support for youth' and 'support for the multicultural community' significantly higher in satisfaction.

Residents aged 35-49 rated 'support for the multicultural community' significantly lower in satisfaction.

Residents aged 65-74 rated 'domestic garbage and recycling', 'playgrounds', 'sporting ovals, grounds and facilities', 'Blacktown International Sportspark', 'protection of natural bushland', 'community involvement on environmental issues' and 'addressing climate change' significantly higher in satisfaction.

Residents aged 75+ rated 'community safety/crime prevention', 'sporting ovals, grounds and facilities', 'support for aged persons' and 'support for people with a disability' significantly higher in satisfaction.

Satisfaction – by gender

Males rated 'keeping public places clean' significantly higher in satisfaction but 'childcare facilities and services' significantly lower in satisfaction.

Females rated 'childcare facilities and services', 'healthy and natural waterways', 'water and energy use' and 'community involvement on environmental issues' significantly higher in satisfaction.

Satisfaction – by ratepayer status

Ratepayers were significantly more satisfied with 'water and energy use'.

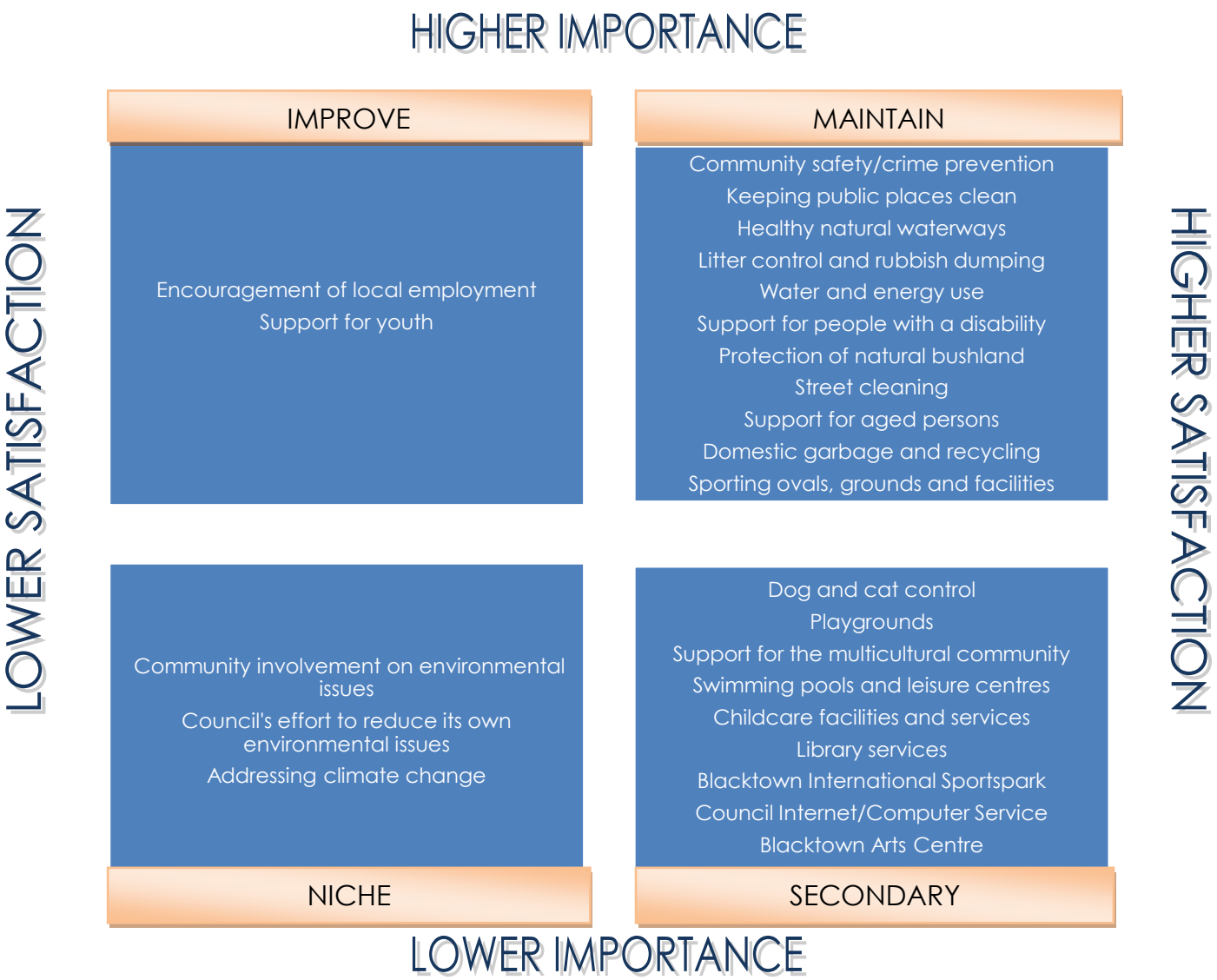
Non-ratepayers were significantly more satisfied with 'street cleaning', 'litter control and rubbish dumping' and 'support for aged persons'.

Satisfaction – compared to previous year

Residents were significantly more satisfied with 'community safety/crime prevention', 'keeping public places clean', 'litter control and rubbish dumping', 'water and energy use', 'protection of natural bushland', 'support for people with a disability', 'support for youth', 'street cleaning', 'support for aged persons', 'playgrounds', 'community involvement on environmental issues' and 'addressing climate change' in 2013 than in 2011.

Importance/Satisfaction – Sustainable Living

Quadrant Analysis



Recommendations

Based on the stated outcomes analysis Blacktown City Council needs to improve resident satisfaction with:

- Encouragement of local employment
- Support for youth

Blacktown City Council also needs to maintain resident satisfaction with:

- Community safety/crime prevention
- Keeping public places clean
- Healthy natural waterways
- Litter control and rubbish dumping
- Water and energy use
- Support for people with a disability
- Protection of natural bushland
- Street cleaning
- Support for aged persons
- Domestic garbage and recycling
- Sporting ovals, grounds and facilities

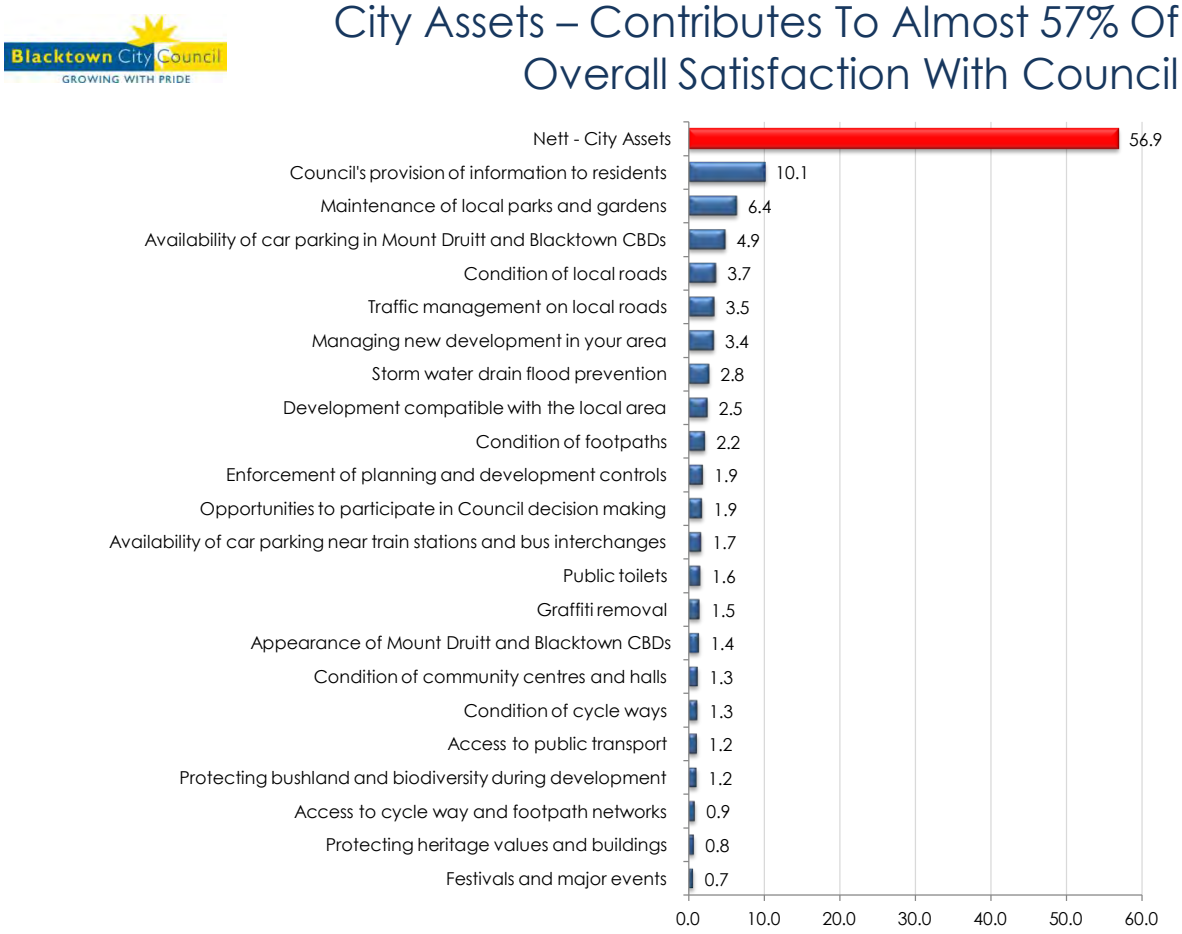
Importance/Satisfaction – City Assets

Services and facilities explored included:

- Access to cycleway and footpath networks
- Access to public transport
- Appearance of Mount Druitt and Blacktown CBDs and commercial areas
- Availability of car parking in Mount Druitt and Blacktown CBDs
- Availability of car parking near train stations and bus interchanges
- Condition of community centres and halls (City Strategy and Development)
- Condition of cycle ways
- Condition of footpaths
- Condition of local roads
- Councils provision of information during to residents
- Development compatible with the local area (Finance and Corporate Strategy)
- Enforcement of planning and development controls
- Festivals and major events
- Graffiti removal
- Maintenance of local parks and gardens
- Managing new development in your area
- Opportunities to participate in Council decision making
- Protecting bushland and biodiversity during development
- Protecting heritage values and buildings
- Public toilets
- Storm water drain flood prevention
- Traffic management and local roads

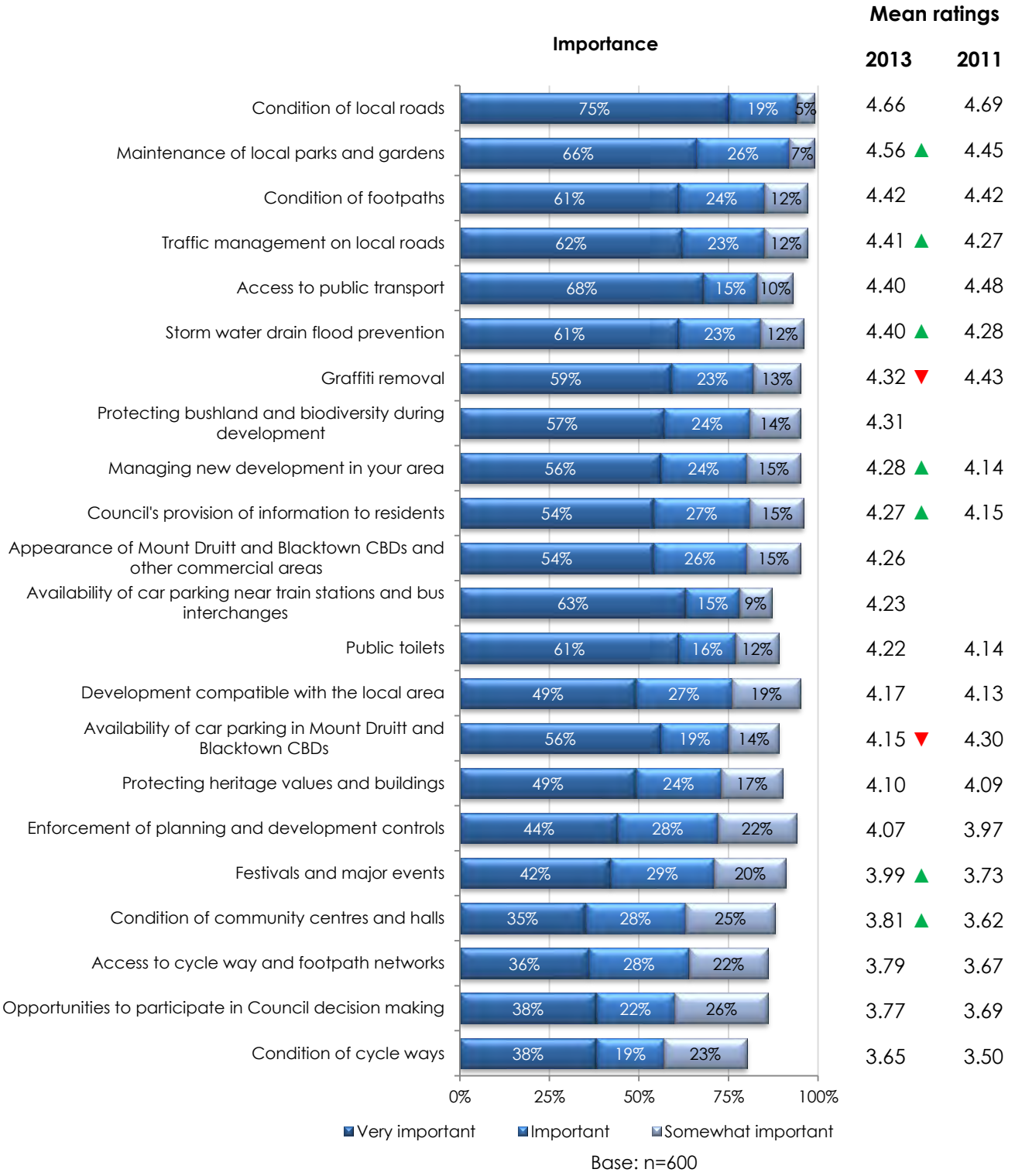
Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for almost 57% of overall satisfaction, based on the regression analysis.



Importance/Satisfaction – City Assets

Note: The hierarchal sorting of each graph is relative to the mean importance rating for the current year.

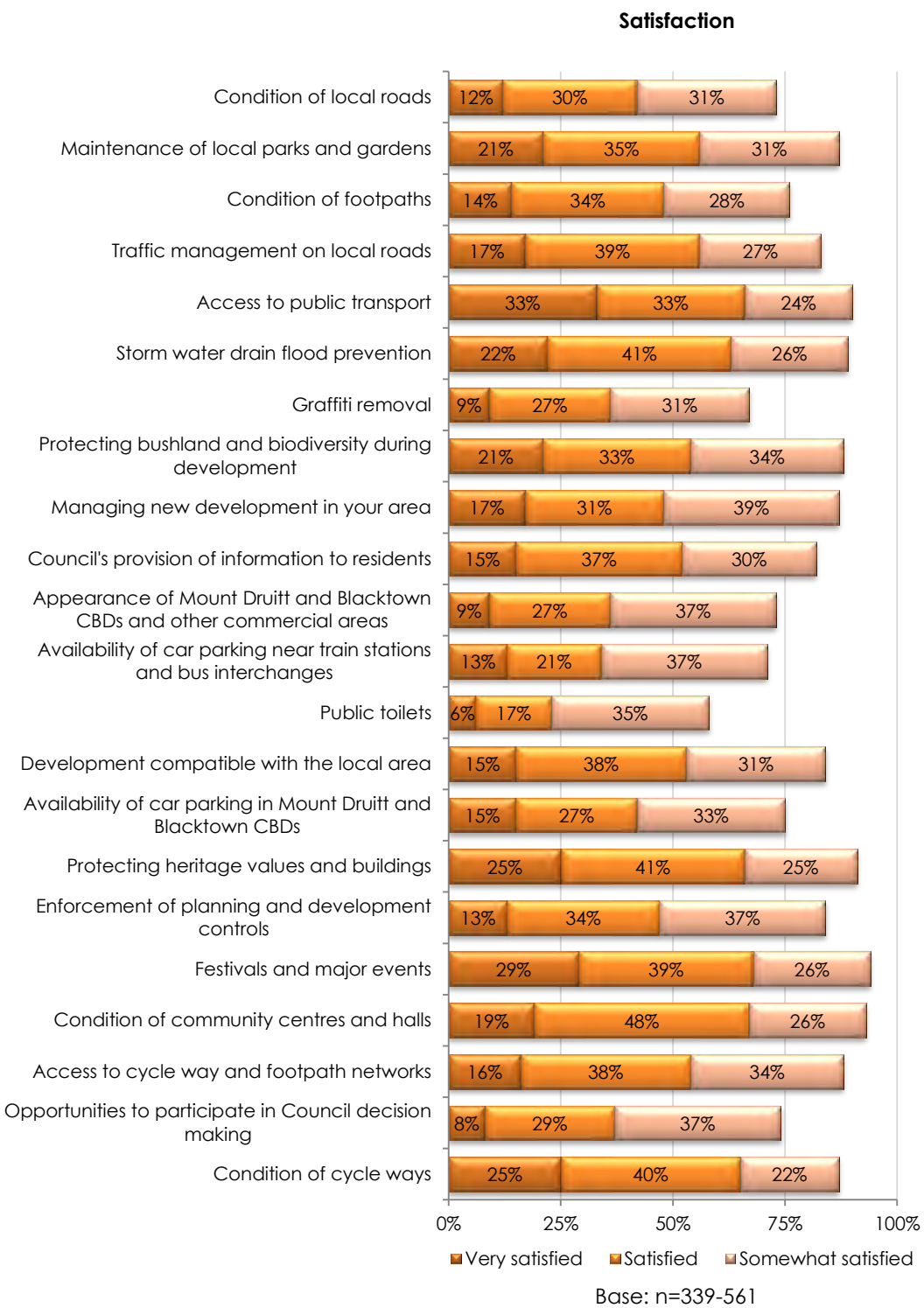


Base: n=600

Scale: 1 = not at all important, 5 = very important
▲▼ = significantly higher/lower level of satisfaction by year

Importance/Satisfaction – City Assets

Note: The hierarchal sorting of each graph is relative to the mean importance rating for the current year.



Mean ratings		
	2013	2011
Condition of local roads	3.16 ▲	3.00
Maintenance of local parks and gardens	3.58	3.52
Condition of footpaths	3.31	3.27
Traffic management on local roads	3.53 ▲	3.36
Access to public transport	3.88 ▲	3.56
Storm water drain flood prevention	3.73 ▲	3.50
Graffiti removal	3.02 ▲	2.75
Protecting bushland and biodiversity during development	3.59	
Managing new development in your area	3.46 ▲	3.29
Council's provision of information to residents	3.45 ▲	3.28
Appearance of Mount Druitt and Blacktown CBDs and other commercial areas	3.12	
Availability of car parking near train stations and bus interchanges	3.05	
Public toilets	2.71	2.64
Development compatible with the local area	3.48 ▲	3.29
Availability of car parking in Mount Druitt and Blacktown CBDs	3.23	3.11
Protecting heritage values and buildings	3.81 ▲	3.53
Enforcement of planning and development controls	3.39 ▲	3.24
Festivals and major events	3.91	3.81
Condition of community centres and halls	3.77	3.70
Access to cycle way and footpath networks	3.52	3.46
Opportunities to participate in Council decision making	3.11	2.96
Condition of cycle ways	3.74 ▲	3.56

Base: n=339-561

Scale: 1 = Not at all satisfied, 5 = very satisfied
▲▼ = significantly higher/lower level of satisfaction by year

Importance/Satisfaction – City Assets

Note: The hierarchal sorting of the table is relative to the performance gap for the current year.

	Performance Gap		Year on Year Difference
	2013	2011	
Public toilets	-1.51	1.50	-0.01
Condition of local roads	-1.50	1.69	+0.19
Graffiti removal	-1.30	1.68	+0.38
Availability of car parking near train stations and bus interchanges	-1.18		
Appearance of Mount Druitt and Blacktown CBDs and other commercial areas	-1.14		
Condition of footpaths	-1.11	1.15	+0.04
Maintenance of local parks and gardens	-0.98	0.93	-0.05
Availability of car parking in Mount Druitt and Blacktown CBDs	-0.92	1.19	+0.27
Traffic management on local roads	-0.88	0.91	+0.03
Managing new development in your area	-0.82	0.85	+0.03
Council's provision of information to residents	-0.82	0.87	+0.05
Protecting bushland and biodiversity during development	-0.72		
Development compatible with the local area	-0.69	0.84	+0.15
Enforcement of planning and development controls	-0.68	0.73	+0.05
Storm water drain flood prevention	-0.67	0.78	+0.11
Opportunities to participate in Council decision making	-0.66	0.73	+0.07
Access to public transport	-0.52	0.92	+0.40
Protecting heritage values and buildings	-0.29	0.56	+0.27
Access to cycle way and footpath networks	-0.27	0.21	-0.06
Festivals and major events	-0.08	+0.08	-0.16
Condition of community centres and halls	-0.04	+0.08	-0.12
Condition of cycle ways	+0.09	+0.06	+0.03

Note: Green and red type indicate positive and negative shifts greater than 0.2 from 2011.

Importance/Satisfaction – City Assets

Overview of Rating Scores

Importance – overall

Extremely high	Condition of local roads
	Maintenance of local parks and gardens
Very high	Condition of footpaths
	Traffic management on local roads
	Access to public transport
	Stormwater drain flood prevention
	Graffiti removal
	Protecting bushland and biodiversity during development
	Managing new development in your area
	Council's provision of information to residents
	Appearance of Mount Druitt and Blacktown CBDs and other commercial areas
	Availability of car parking near train stations and bus interchanges
	Public toilets
High	Development compatible with the local area
	Availability of car parking in Mount Druitt and Blacktown CBDs
	Protecting heritage values and buildings
	Enforcement of planning and development controls
	Festivals and major events
Moderately high	Condition of community centres and halls
	Access to cycle way and footpath networks
	Opportunities to participate in Council decision making
	Condition of cycleways

Importance/Satisfaction – City Assets

Overview of Rating Scores

Importance – by age

Residents aged 35-49 rated 'availability of car parking in Mount Druitt and Blacktown CBDs' significantly lower in importance.

Residents aged 65-74 rated 'stormwater drain flood prevention', 'condition of footpaths', 'availability of car parking near train stations and bus interchanges', 'traffic management on local roads', 'enforcement of planning and development controls', 'development compatible with the local area' and 'Council's provision of information to residents' significantly higher in importance.

Residents aged 75+ rated 'condition of community centres and halls' significantly higher in importance.

Importance – by gender

Males rated 'graffiti removal', 'condition of local roads', 'condition of footpaths', 'availability of car parking in Mount Druitt and Blacktown CBDs' and 'availability of car parking near train stations and bus interchanges' significantly less important.

Females rated 'maintenance of local parks and gardens', 'public toilets', 'condition of local roads', 'stormwater drain flood prevention', 'condition of footpaths', 'condition of cycleways', 'availability of car parking near train stations and bus interchanges', 'access to cycle way and footpath networks', 'traffic management on local roads', 'condition of community centres and halls', managing new development in your area', 'festivals and major events' and 'Council's provision of information to residents' significantly higher in importance.

Importance – by ratepayer status

Non ratepayers rated 'storm water drain flood prevention', 'access to cycle way and footpath networks' and 'festivals and major events' significantly higher in importance.

Importance – compared to previous year

Residents rated 'maintenance of local parks and gardens', 'traffic management on local roads', 'stormwater drain flood prevention', 'managing new development in your area', 'Council's provision of information to residents', 'festivals and major events' and 'condition of community centres and halls' significantly higher in importance in 2013 than in 2011.

Residents rated 'graffiti removal' and 'availability of car parking in Mount Druitt and Blacktown CBDs' significantly lower in importance in 2013 than in 2011.

Importance/Satisfaction – City Assets

Overview of Rating Scores

Satisfaction – overall

High	Festivals and major events
Moderately high	Access to public transport
	Protecting heritage values and buildings
	Condition of community centres and halls
	Condition of cycle ways
	Stormwater drain flood prevention
Moderate	Protecting bushland and biodiversity during development
	Maintenance of local parks and gardens
	Traffic management on local roads
	Access to cycle way and footpath networks
	Development compatible with the local area
	Managing new development in your area
	Council's provision of information to residents
	Enforcement of planning and development controls
	Condition of footpaths
	Availability of car parking in Mount Druitt and Blacktown CBDs
	Condition of local roads
	Appearance of Mount Druitt and Blacktown CBDs and other commercial areas
	Opportunities to participate in Council decision making
	Availability of car parking near train stations and bus interchanges
	Graffiti removal
Moderately low	Public toilets

Importance/Satisfaction – City Assets

Overview of Rating Scores

Satisfaction – by age

Residents aged 18-34 were significantly more satisfied with 'availability of car parking in Mount Druitt and Blacktown CBDs', 'traffic management on local roads', 'access to public transport', 'protecting heritage values and buildings', 'managing new development in your area' and 'development compatible with the local area'.

Residents aged 35-49 were significantly less satisfied with 'public toilets'.

Residents aged 65-74 were significantly more satisfied with 'maintenance of local parks and gardens' and 'festivals and major events'.

Satisfaction – by gender

Males were significantly more satisfied with 'stormwater drain flood prevention' significantly higher in satisfaction.

Females were significantly more satisfied with 'graffiti removal', 'access to public transport', 'protecting heritage values and buildings', 'opportunities to participate in Council decision making' and 'Council's provision of information to residents'.

Satisfaction – by ratepayer status

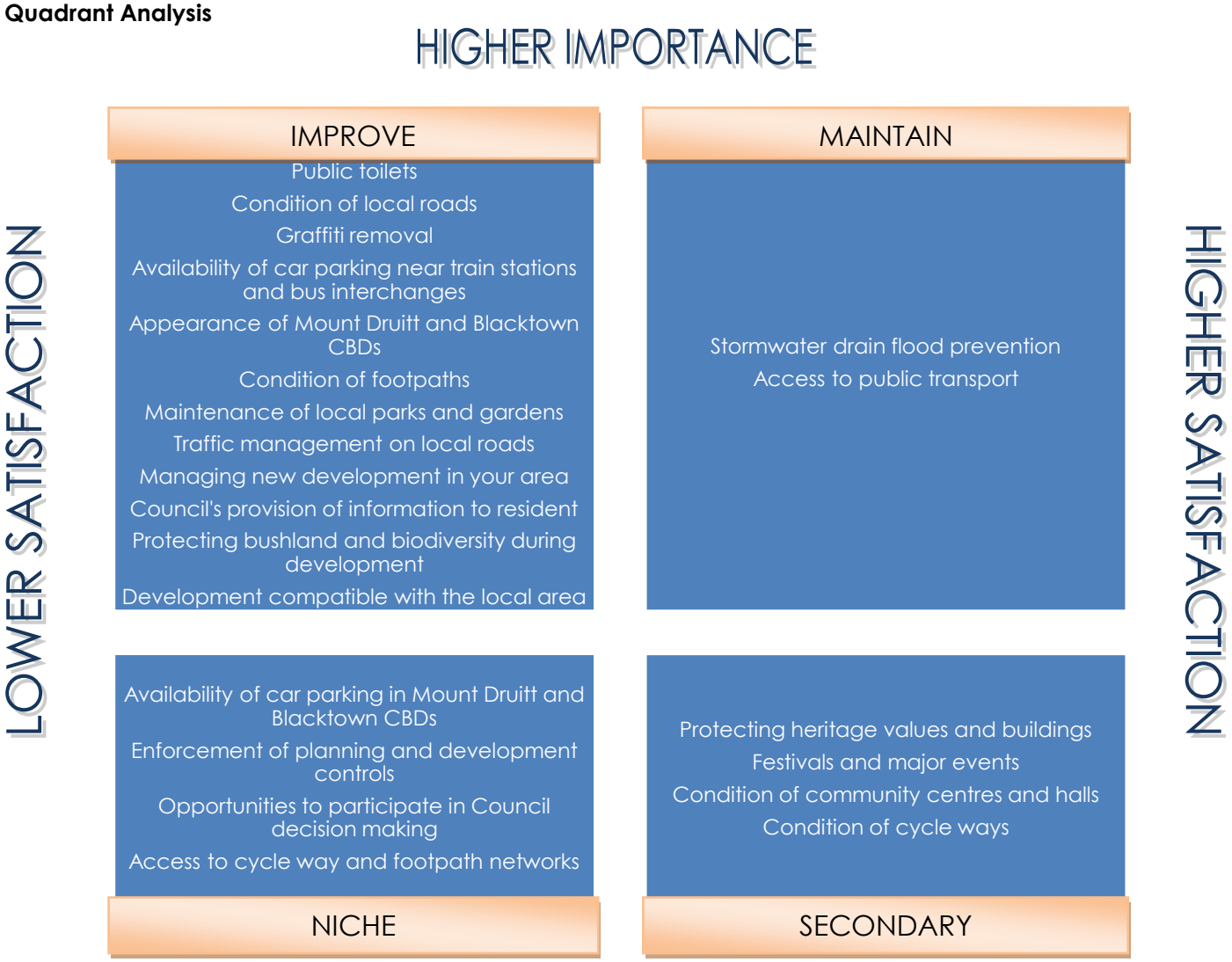
Non-ratepayers were significantly more satisfied with 'traffic management on local roads', 'access to public transport' and 'development compatible with the local area'.

Satisfaction – compared to previous year

Residents were significantly more satisfied with 'condition of local roads', 'traffic management on local roads', 'access to public transport', 'stormwater drain flood prevention', 'graffiti removal', 'managing new development in your area', 'Council's provision of information to residents', 'development compatible with the local area', 'protecting heritage values and buildings', 'enforcement of planning and development controls' and 'condition of cycle ways' in 2013 than in 2011.

Importance/Satisfaction – City Assets

Quadrant Analysis



Recommendations

Based on the stated outcomes analysis, Blacktown City Council needs to improve resident satisfaction with:

- Public toilets
- Condition of local roads
- Graffiti removal
- Availability of car parking near train stations and bus interchanges
- Appearance of Mount Druitt and Blacktown CBDs
- Condition of footpaths
- Maintenance of local parks and gardens
- Traffic management on local roads
- Managing new development in your area
- Council's provision of information to residents
- Protecting bushland and biodiversity during development
- Development compatible with the local area

Blacktown City Council also needs to maintain resident satisfaction with:

- Stormwater drain flood prevention
- Access to public transport

Overall Satisfaction with Council's Performance

Summary

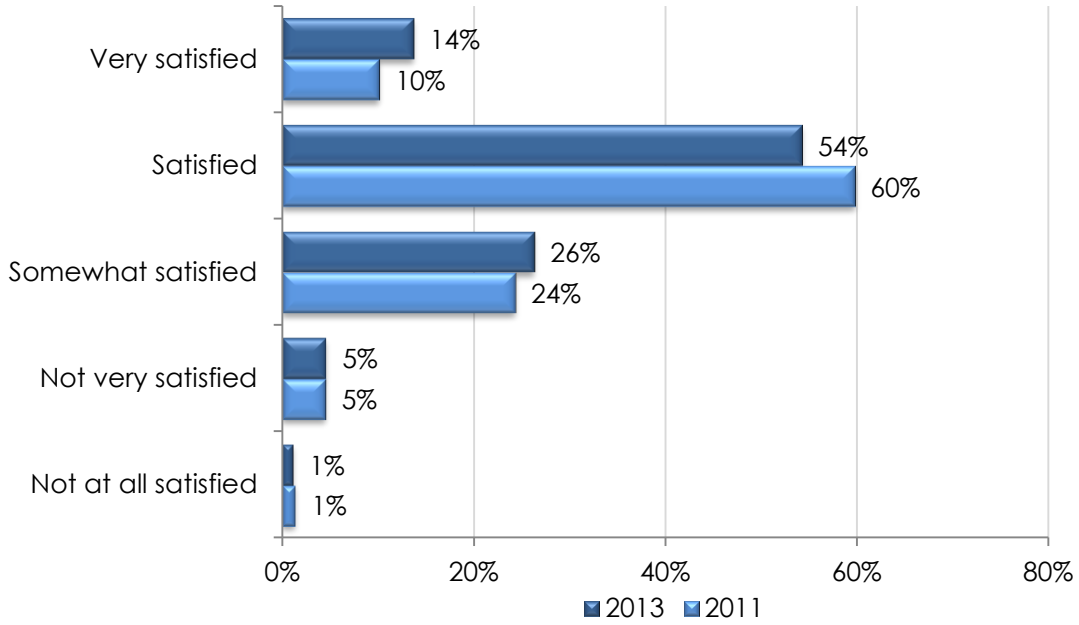
Residents were 'moderately satisfied' with the performance of Blacktown City Council. This result is statistically similar to 2011.

Q. *Overall, for the last 12 months, how satisfied are you with the performance of Blacktown City Council, not just on one or two issues, but across all responsibility areas?*

	18 - 34	35 - 49	50 - 64	65-74	75+	Male	Female	Owner	Renter	2011	2013
Mean ratings	3.89	3.67	3.73	3.66	3.40	3.75	3.75	3.75	3.74	3.73	3.75

NSW LGA BRAND SCORES	Metro	Regional	All of NSW	Blacktown Overall 2013
Mean ratings	3.45▼	3.22▼	3.31▼	3.75▲

▲▼ = significantly higher/lower level of satisfaction by group
Scale: 1 = not at all satisfied/5=very satisfied

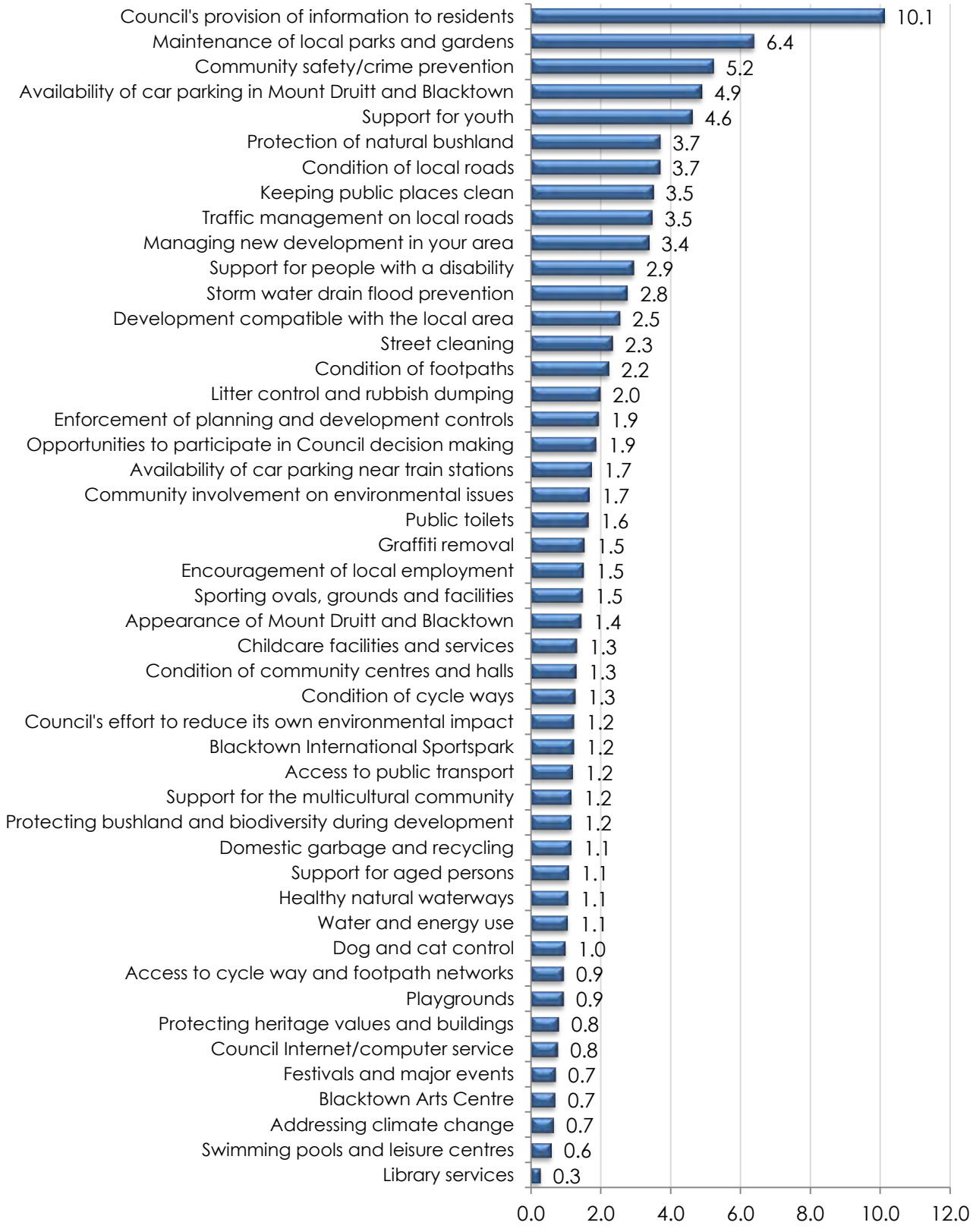


Base All years: n = 600

Improving Satisfaction with Council's Performance

Overview

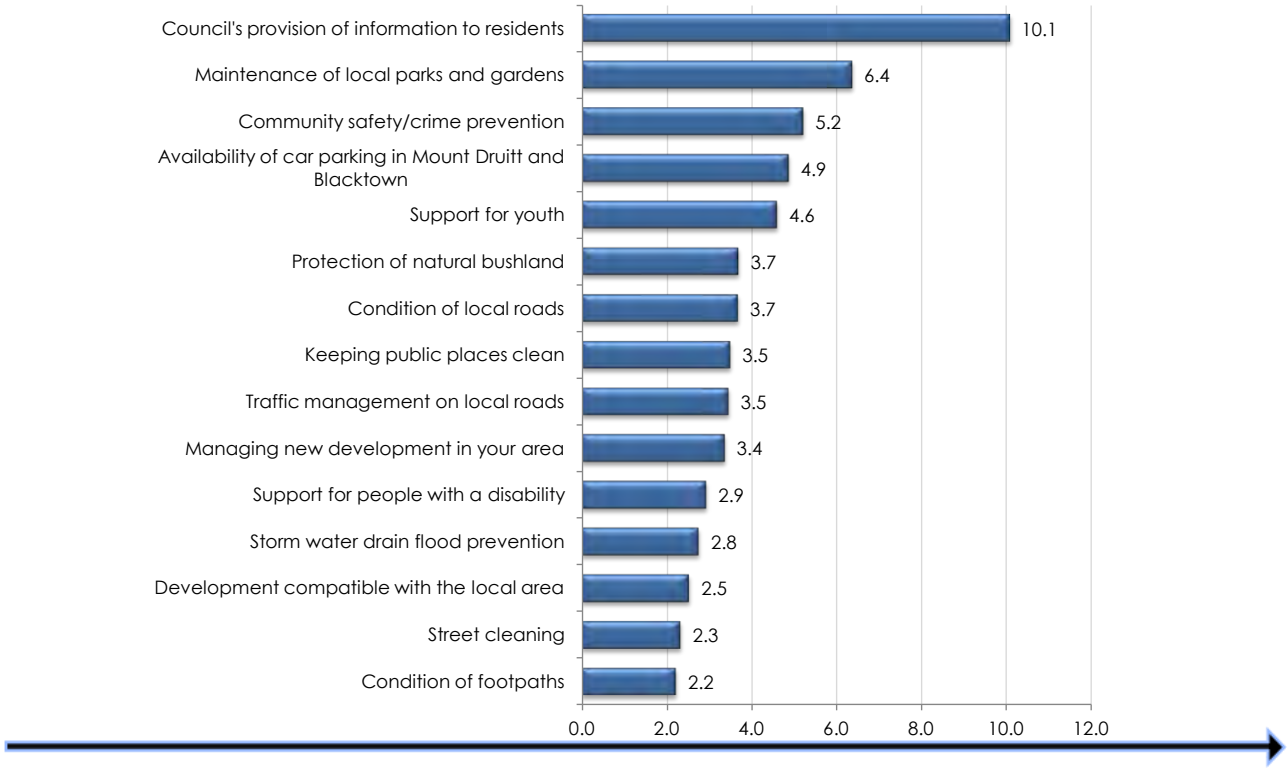
Using regression analysis, we identified the variables that have the greatest influence on driving positive overall satisfaction with Council.



Improving Satisfaction with Council's Performance

These 15 services/facilities are the key community priorities and by addressing these, Blacktown City Council will improve community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council. For example, in the chart below 'Council's provision of information to residents' contributes 10.1% towards overall satisfaction.

These Top 15 Indicators Contribute To Over 60% Of Overall Satisfaction With Council



The contributors to satisfaction are not to be misinterpreted as an indication of current dissatisfaction

Based on the regression analysis, Council performance in the areas listed above accounts for over 60% of overall satisfaction.

Outcome

If Blacktown City Council can address these core drivers, they will be able to improve residents' overall satisfaction with their performance.

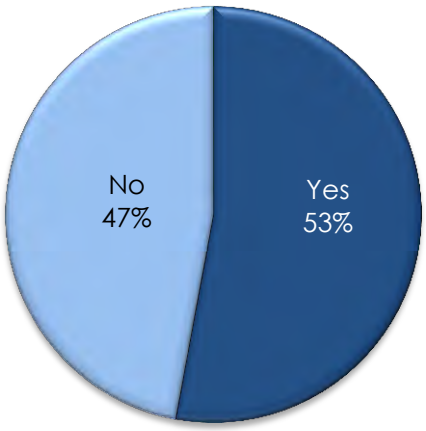
Section B
Contact with Council

Contact with Council

Summary

53% of residents have contacted Blacktown Council over the last 12 months. This is statistically similar to 2011.

Q. *Have you contacted Blacktown Council in the last 12 months?*



Base: n = 600

	2013		2011	
	n	%	n	%
Yes	318	53%	285	48%
No	283	47%	315	52%
Total	600	100%	600	100%

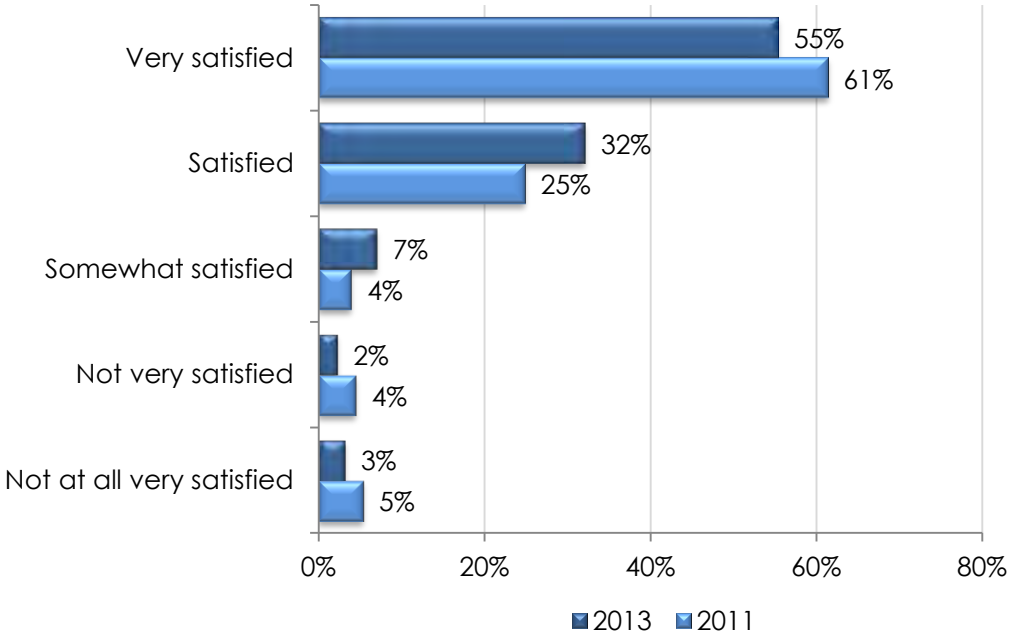
Contact with Council

Summary

Residents had a 'very high' level of satisfaction with the way their contact was handled. This result is statistically similar to 2011.

Q. *How satisfied were you with the way your contact was handled?*

	18 - 34	35 - 49	50 - 64	65-74	75+	Male	Female	Owner	Renter	2011	2013
Mean ratings	4.46	4.23	4.16	4.45	4.72	4.29	4.38	4.32	4.44	4.32	4.34



Base: 2011 n = 285, 2013 n = 318

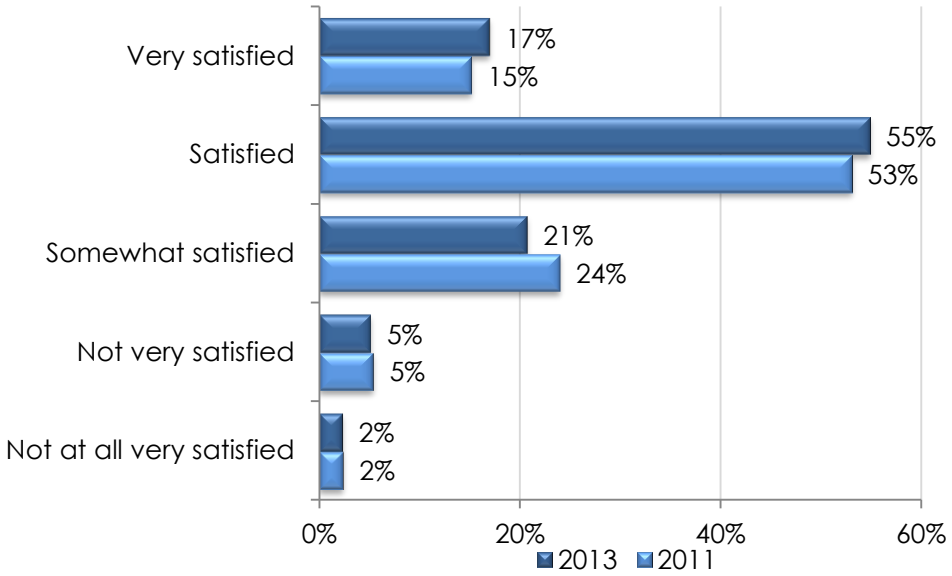
Council's Communication with the Community

Summary

Residents expressed a 'moderately high' level of satisfaction with the current level of communication Council has with the community. This result is statistically similar to 2011.

Q. *How satisfied are you with the level of communication Council currently has with the community?*

	18 - 34	35 - 49	50 - 64	65-74	75+	Male	Female	Owner	Renter	2011	2013
Mean ratings	3.92	3.68	3.70	3.81	3.89	3.72	3.85	3.75	3.96	3.73	3.79



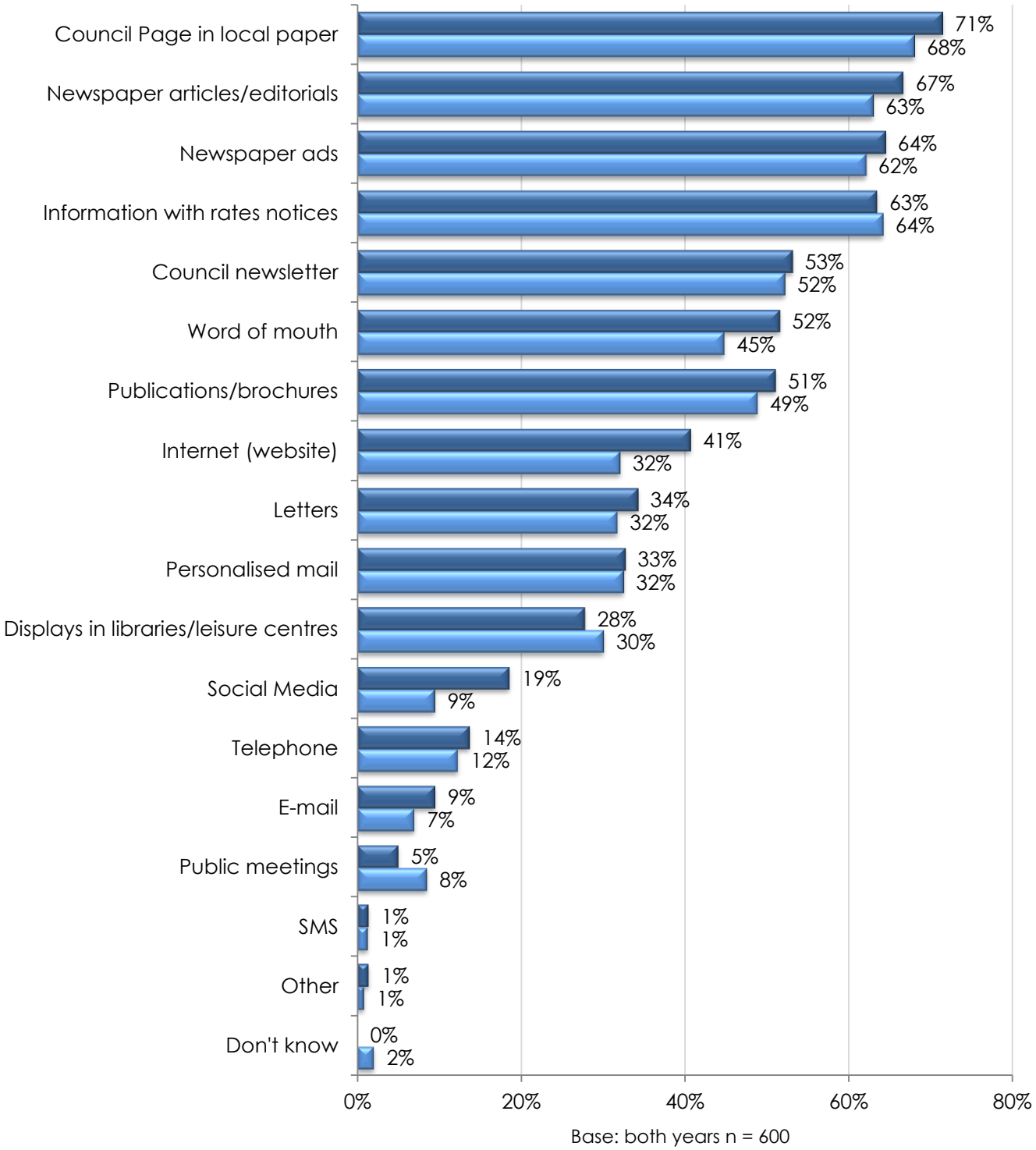
Base: both years n = 600

Means of Sourcing Information from Council

Summary

Residents received most of their information from a 'Council page in local paper' (71%) followed by 'newspaper articles/editorials' (67%). 'Social Media' was rated significantly higher in 2013 (19%) than in 2011 (9%) as a method to receive information from Council.

Q. *Where do you receive information about Council decisions, events, activities and projects?*



Base: both years n = 600

Section C
Special Rate Variation

Support for Prompted Options

Summary

Residents were read a more detailed explanation of the options available than is provided below, and then asked how supportive they were of each option, and to rank the options in order of preference.

OPTION 1Council could fund infrastructure renewal by reducing other services without a special rate rise.
This would result in a reduction of the current level of other Council services and facilities – which might mean, for example:

- *Reduced opening hours of facilities such as pools or libraries*
- *Less frequent mowing of sporting fields and parks*
- *Fewer community events*
- *There would be an annual rate increase of around 3% as set each year by the State Government.*
- *This option would not allow for new facilities and services to be introduced such as more local parks, footpaths and community buildings, but it would allow Council to maintain and renew those facilities we already have*

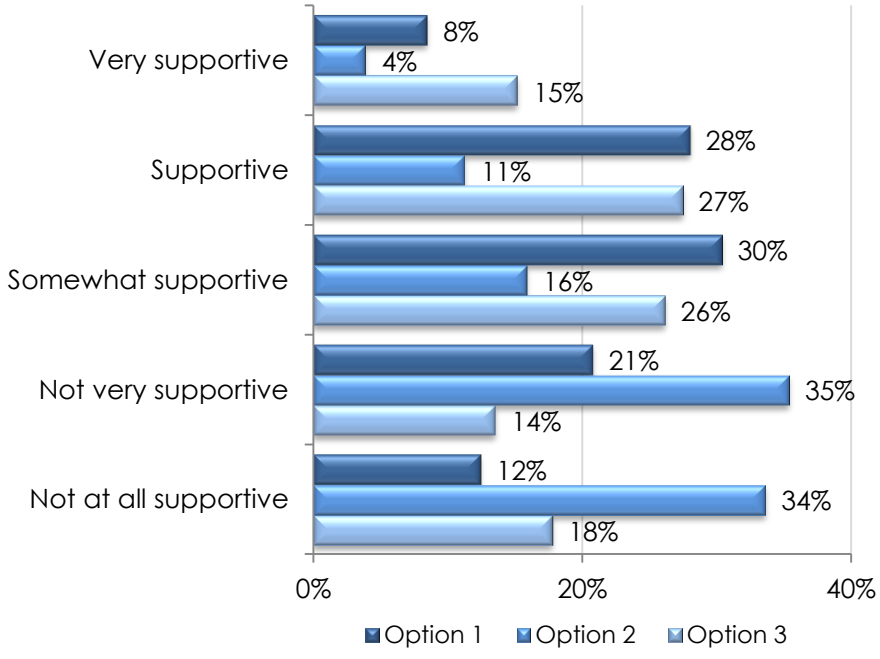
OPTION 2 Council could maintain its current services and limit any rate rises to the usual 3% annual rise set by the State Government – but allow the condition of infrastructure – like roads, footpaths, community buildings, parks and drainage to deteriorate over time. For example, local roads may have more potholes, park furniture which is damaged may not be able to be replaced, and community buildings may not be refurbished when they need it.

OPTION 3 Council could keep services at current levels and increase rates enough to cover the funding needed for infrastructure renewal. This would mean a total rate increase of about 6% next year, including the usual 3% set by the State Government. This higher level of rates would apply every year thereafter. This option would mean most ratepayers would pay slightly under $50 more rates next year (and this higher level of rates would remain in future years). This would mean Council could still provide existing levels of other services and facilities and have the funds to properly maintain and renew local infrastructure.

Q. How supportive are you with Council proceeding with this option?

	Option 1	Option 2	Option 3
Mean ratings	**2.99**	**2.16**	**3.09**

Scale : 1 = not at all supportive/5= very supportive
Significantly higher than the average
Significantly lower than the average



Base: n = 600

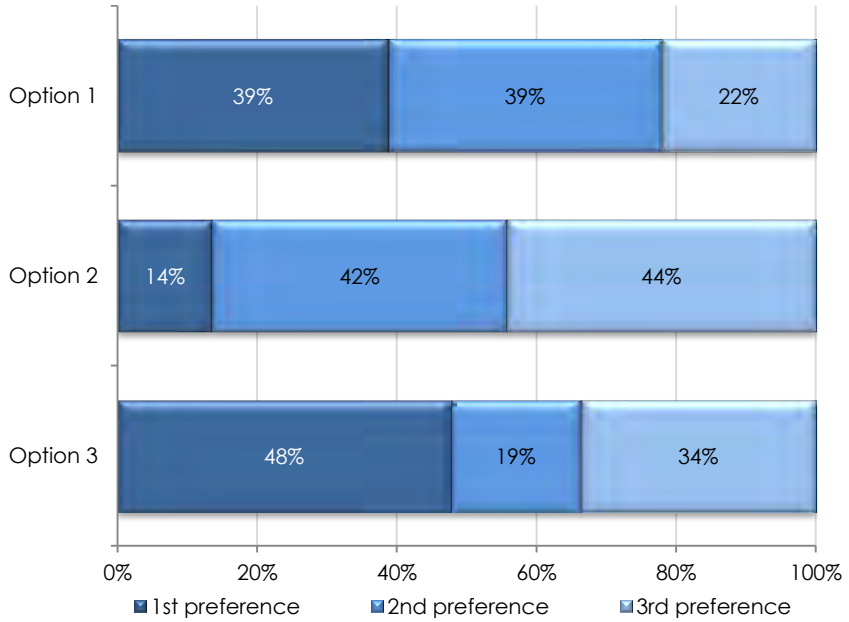
Order of Preference of Options

Summary

When prompted, 48% of the community supported as a first preference for Blacktown City Council to develop a long term resourcing strategy that would enhance services and facilities, and increase rates to cover the funding needed for infrastructure renewal. 39% supported Council reducing other services without a special rate rise.

Only 14% of residents wanted to maintain current services and limit any rate rise as a first option. 44% of residents nominated it their lowest preference.

Q. *Please rank the 3 options in order of preference:*



Base: n = 600

Option 3

Prepared to pay the increase to maintain and improve our area	43%
The amount being asked for is affordable	3%
Other	3%

Verbatim responses

"$50 extra is a reasonable amount"
"Allows for everything in the area to be maintained not just some services and facilities"
"Basic common sense that services and infrastructure need to be renewed and maintained otherwise they will cost more in the long term"
"Blacktown needs to progress for the future and funds are needed for this to happen"
"Have to keep on top of things and keep maintaining all services and facilities"
"I understand that inflation is a reality"
"If services and infrastructure are maintained an extra $50 is acceptable"
"If the area is run down it will discourage people from taking pride in where they live"
"Important to make the area a place that people want to live in"
"Increasing growth needs our services and facilities be maintained"
"Low increase for rate payers is affordable"
"Low increase is affordable for pensioners"
"Maintenance and infrastructure need to grow and be kept up to date"
"Need to maintain infrastructure and ensure it keeps pace with growing population"

Order of Preference of Options

Q. What is your reason for choosing that option as your highest preference?

Option 1

Prepared to sacrifice less popular services to maintain the infrastructure	22%
Cannot afford a rate increase	10%
Council needs to find other funding methods	3%
Other	1%

Verbatim responses

"Cannot afford a rates increase so Council can find savings with Councillor packages and put more improvement into the Council area"
"Cost of living is already too much"
"Council could possibly look at a better user pay system for facilities in the area including libraries to keep infrastructure in place"
"Council need to budget its funds better rather than increase its rates"
"Council need to maintain infrastructure and cut some services not in full use and channel funds towards more important services"
"Financially can't afford a rate increase higher than the 3%"
"Good infrastructure is needed for the growing population"
"I don't use all the services so I feel this is the best option"
"Important to maintain the infrastructure we already have"
"Infrastructure is more important to the community than some of the services"
"Infrastructure renewal is very important especially for maintaining road quality in the area"
"Need to consider personal cost of living as a pensioner"
"On a fixed income therefore cannot afford a greater rate rise"

Option 2

Services are more important to the community than is infrastructure	4%
Cannot afford a rate increase	4%
Council should source the money they need elsewhere	1%
Other	2%

Verbatim responses

"Do not need to build much more infrastructure"
"Don't want a rate increase and would prefer to reduce infrastructure rather than services"
"Higher rates wouldn't guarantee the services and facilities would be improved even though Council say they will"
"It fits more into our way of living as we do not regularly use services"
"Prefer to keep services over infrastructure without a rate rise"
"Rates are going up too much and with the increase in the cost of living is getting very hard to find the extra funds"
"Services will deteriorate over a period of time, not straightaway"
"Shouldn't make the locals pay higher rates because Council aren't willing to provide the money themselves"

Appendix A
Data and Correlation Tables

Importance/Satisfaction – Sustainable Living

Importance	18 - 34	35 - 49	50-64	65 -74	75+	Male	Female	Owner	Renter	Overall
Keeping public places clean	4.70	4.72	4.67	4.61	4.60	4.59	4.78	4.68	4.72	4.69
Street cleaning	4.32	4.38	4.43	4.39	4.03	4.21	4.49	4.38	4.23	4.35
Litter control and rubbish dumping	4.61	4.69	4.55	4.63	4.56	4.49	4.74	4.64	4.54	4.62
Dog and cat control	3.90	4.09	4.15	4.12	4.14	3.81	4.26	4.04	4.07	4.04
Domestic garbage and recycling	4.58	4.78	4.82	4.80	4.77	4.61	4.83	4.70	4.80	4.72
Childcare facilities and services	3.80	3.57	3.17	3.23	3.00	3.36	3.64	3.46	3.70	3.50
Community safety/crime prevention	4.81	4.75	4.64	4.62	4.84	4.59	4.88	4.75	4.71	4.74
Library services	3.92	3.99	3.87	4.13	4.09	3.80	4.11	3.92	4.12	3.96
Council Internet/computer service i.e. at library, community centre etc.	3.38	3.35	3.29	3.25	2.59	3.21	3.39	3.22	3.64	3.30
Blacktown Arts Centre	2.91	2.91	2.81	3.08	3.10	2.76	3.05	2.86	3.13	2.91
Swimming pools and leisure centres	4.19	4.24	3.94	4.14	3.85	4.06	4.20	4.14	4.08	4.13
Playgrounds	4.28	4.22	3.91	3.89	3.63	4.02	4.22	4.09	4.23	4.12
Sporting ovals, grounds and facilities	4.12	4.37	4.08	4.24	4.03	4.14	4.25	4.17	4.31	4.19
Blacktown International Sportspark	3.73	3.86	3.77	3.98	4.00	3.73	3.89	3.78	3.96	3.81
Support for aged persons	4.16	4.11	4.51	4.62	4.54	4.11	4.43	4.30	4.16	4.27
Support for people with a disability	4.36	4.27	4.58	4.55	4.66	4.31	4.51	4.41	4.43	4.41
Support for youth	4.27	4.41	4.37	4.42	4.42	4.14	4.56	4.33	4.47	4.35
Support for the multicultural community	4.11	3.83	3.91	3.95	3.60	3.80	4.08	3.91	4.06	3.94
Encouragement of local employment	4.32	4.48	4.65	4.49	4.28	4.37	4.53	4.43	4.53	4.45
Protection of natural bushland	4.52	4.37	4.47	4.50	4.52	4.37	4.55	4.42	4.63	4.46
Healthy natural waterways	4.61	4.60	4.64	4.58	4.56	4.50	4.72	4.59	4.71	4.61
Water and energy use	4.51	4.45	4.63	4.50	4.52	4.32	4.71	4.48	4.67	4.52
Community involvement on environmental issues	4.06	3.99	4.23	4.18	4.23	3.88	4.29	4.06	4.21	4.09
Addressing climate change	3.92	3.68	3.72	3.66	3.73	3.55	3.99	3.76	3.83	3.77
Council's effort to reduce its own environmental impact	4.13	4.02	4.04	4.06	3.92	3.91	4.21	4.01	4.29	4.06

Importance/Satisfaction – Sustainable Living

Satisfaction	18 - 34	35 - 49	50-64	65 74	75+	Male	Female	Owner	Renter	Overall
Keeping public places clean	3.71	3.42	3.56	3.74	3.82	3.68	3.51	3.57	3.70	3.60
Street cleaning	3.90	3.49	3.52	3.40	3.92	3.58	3.71	3.57	3.98	3.65
Litter control and rubbish dumping	3.94	3.41	3.61	3.64	3.47	3.68	3.63	3.57	4.03	3.65
Dog and cat control	3.89	3.53	3.75	3.64	3.81	3.76	3.69	3.66	3.96	3.72
Domestic garbage and recycling	4.23	4.22	4.38	4.60	4.56	4.30	4.32	4.32	4.26	4.31
Childcare facilities and services	3.77	3.52	3.69	3.84	4.35	3.37	3.99	3.67	3.83	3.70
Community safety/crime prevention	3.80	3.40	3.43	3.77	3.99	3.57	3.64	3.57	3.76	3.60
Library services	4.37	4.25	4.34	4.50	4.58	4.26	4.41	4.33	4.41	4.35
Council Internet/computer service i.e. at library, community centre etc.	4.15	3.97	4.07	4.23	4.13	3.98	4.16	4.08	4.08	4.08
Blacktown Arts Centre	4.24	3.93	4.13	4.07	3.89	3.99	4.17	4.05	4.22	4.09
Swimming pools and leisure centres	4.08	3.87	3.95	3.94	4.10	3.84	4.10	3.95	4.10	3.98
Playgrounds	3.98	3.48	3.89	4.08	4.09	3.86	3.78	3.76	4.02	3.81
Sporting ovals, grounds and facilities	3.99	3.74	4.08	4.29	4.36	3.93	4.00	3.93	4.11	3.97
Blacktown International Sportspark	4.29	4.16	4.24	4.54	4.42	4.18	4.35	4.26	4.28	4.27
Support for aged persons	3.87	3.39	3.55	3.58	4.14	3.59	3.69	3.57	3.94	3.65
Support for people with a disability	3.94	3.43	3.53	3.52	4.01	3.64	3.69	3.61	3.86	3.66
Support for youth	3.67	3.16	3.24	3.37	3.71	3.39	3.40	3.35	3.57	3.39
Support for the multicultural community	4.05	3.50	3.71	3.79	3.97	3.77	3.80	3.76	3.89	3.79
Encouragement of local employment	3.40	3.08	3.30	3.53	3.49	3.29	3.29	3.23	3.52	3.29
Protection of natural bushland	3.88	3.59	3.61	3.95	3.67	3.67	3.79	3.66	3.97	3.73
Healthy natural waterways	3.64	3.47	3.63	3.71	3.92	3.40	3.79	3.56	3.80	3.60
Water and energy use	3.88	3.53	3.65	3.82	3.89	3.61	3.81	3.70	3.77	3.72
Community involvement on environmental issues	3.64	3.26	3.50	3.73	3.71	3.40	3.59	3.46	3.67	3.51
Addressing climate change	3.40	3.19	3.31	3.69	3.26	3.37	3.31	3.33	3.36	3.33
Council's effort to reduce its own environmental impact	3.55	3.30	3.52	3.59	3.68	3.50	3.46	3.41	3.72	3.48

Importance/Satisfaction – Sustainable Living

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Keeping public places clean	1%	1%	5%	15%	78%	100%	600
Street cleaning	1%	2%	13%	27%	56%	100%	600
Litter control and rubbish dumping	1%	1%	8%	14%	75%	100%	600
Dog and cat control	4%	7%	17%	24%	48%	100%	600
Domestic garbage and recycling	1%	1%	5%	14%	80%	100%	600
Childcare facilities and services	20%	9%	17%	9%	45%	100%	600
Community safety/crime prevention	1%	1%	4%	11%	83%	100%	600
Library services	7%	7%	17%	21%	48%	100%	600
Council Internet/computer service	16%	11%	26%	18%	28%	100%	600
Blacktown Arts Centre	19%	18%	31%	18%	14%	100%	600
Swimming pools and leisure centres	6%	3%	13%	28%	50%	100%	600
Playgrounds	7%	4%	14%	19%	56%	100%	600
Sporting ovals, grounds and facilities	5%	4%	11%	24%	55%	100%	600
Blacktown International Sports Park	8%	10%	19%	20%	44%	100%	600
Support for aged persons	5%	5%	12%	16%	63%	100%	600
Support for people with a disability	3%	3%	11%	15%	68%	100%	600
Support for youth	3%	4%	11%	20%	62%	100%	600
Support for the multicultural community	9%	3%	16%	26%	45%	100%	600
Encouragement of local employment	2%	3%	10%	18%	67%	100%	600
Protection of natural bushland	2%	1%	9%	23%	64%	100%	600
Healthy natural waterways	1%	1%	8%	17%	73%	100%	600
Water and energy use	1%	1%	11%	19%	68%	100%	600
Community involvement on environmental issues	2%	5%	20%	26%	46%	100%	600
Addressing climate change	8%	8%	23%	19%	41%	100%	600
Council's effort to reduce its own environmental impact	4%	4%	21%	25%	46%	100%	600

Importance/Satisfaction – Sustainable Living

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Keeping public places clean	3%	8%	32%	38%	18%	100%	558
Street cleaning	4%	11%	24%	40%	21%	100%	500
Litter control and rubbish dumping	5%	10%	27%	29%	28%	100%	537
Dog and cat control	7%	10%	16%	39%	28%	100%	430
Domestic garbage and recycling	1%	5%	10%	28%	55%	100%	562
Childcare facilities and services	5%	13%	23%	28%	32%	100%	315
Community safety/crime prevention	4%	9%	32%	31%	24%	100%	562
Library services	0%	1%	11%	38%	49%	100%	410
Council Internet/computer service	0%	1%	22%	44%	33%	100%	272
Blacktown Arts Centre	0%	2%	21%	42%	35%	100%	183
Swimming pools and leisure centres	4%	4%	19%	36%	37%	100%	467
Playgrounds	3%	8%	25%	33%	31%	100%	449
Sporting ovals, grounds and facilities	2%	4%	19%	43%	32%	100%	474
Blacktown International Sports Park	2%	1%	11%	41%	45%	100%	372
Support for aged persons	3%	9%	31%	33%	23%	100%	456
Support for people with a disability	4%	5%	37%	28%	26%	100%	474
Support for youth	6%	12%	36%	31%	16%	100%	478
Support for the multicultural community	2%	6%	25%	45%	22%	100%	416
Encouragement of local employment	5%	15%	40%	25%	15%	100%	496
Protection of natural bushland	4%	7%	27%	37%	25%	100%	521
Healthy natural waterways	3%	11%	33%	29%	24%	100%	538
Water and energy use	2%	7%	31%	38%	22%	100%	513
Community involvement on environmental issues	3%	7%	41%	32%	16%	100%	430
Addressing climate change	5%	11%	43%	27%	13%	100%	358
Council's effort to reduce its own environmental impact	4%	9%	37%	36%	15%	100%	419

Importance/Satisfaction – City Assets

Importance	18 - 34	35 - 49	50-64	65 -74	75+	Male	Female	Owner	Renter	Overall
Appearance of Mount Druitt and Blacktown CBDs and other commercial areas	4.19	4.24	4.30	4.43	4.46	4.21	4.31	4.23	4.40	4.26
Maintenance of local parks and gardens	4.54	4.54	4.62	4.57	4.51	4.46	4.65	4.54	4.63	4.56
Public toilets	4.19	4.24	4.24	4.26	4.23	4.02	4.42	4.20	4.30	4.22
Graffiti removal	4.16	4.38	4.48	4.41	4.33	4.15	4.49	4.36	4.16	4.32
Condition of local roads	4.63	4.68	4.68	4.66	4.62	4.50	4.81	4.67	4.63	4.66
Storm water drain flood prevention	4.28	4.39	4.48	4.63	4.55	4.25	4.54	4.35	4.60	4.40
Condition of footpaths	4.22	4.44	4.58	4.64	4.63	4.21	4.62	4.42	4.42	4.42
Condition of cycle ways	3.61	3.72	3.64	3.59	3.61	3.46	3.83	3.59	3.89	3.65
Availability of car parking in Mount Druitt and Blacktown CBDs	4.14	3.97	4.33	4.40	4.10	3.98	4.30	4.13	4.22	4.15
Availability of car parking near train stations and bus interchanges	4.19	4.14	4.35	4.55	4.13	4.02	4.44	4.27	4.07	4.23
Access to cycle way and footpath networks	3.87	3.81	3.71	3.78	3.53	3.66	3.92	3.71	4.16	3.79
Traffic management on local roads	4.38	4.42	4.42	4.57	4.31	4.25	4.56	4.37	4.60	4.41
Access to public transport	4.33	4.33	4.52	4.51	4.57	4.29	4.50	4.39	4.43	4.40
Condition of community centres and halls	3.64	3.79	3.93	4.01	4.19	3.66	3.94	3.78	3.92	3.81
Protecting heritage values and buildings	3.98	4.06	4.21	4.30	4.40	4.01	4.19	4.06	4.25	4.10
Protecting bushland and biodiversity during development	4.27	4.24	4.40	4.52	4.37	4.20	4.43	4.30	4.39	4.31
Managing new development in your area	4.22	4.33	4.32	4.25	4.28	4.17	4.39	4.30	4.21	4.28
Enforcement of planning and development controls	3.99	4.00	4.16	4.38	4.10	4.06	4.07	4.10	3.92	4.07
Development compatible with the local area	4.08	4.15	4.23	4.50	4.14	4.13	4.21	4.18	4.12	4.17
Festivals and major events	4.05	3.84	4.02	4.05	4.21	3.89	4.08	3.93	4.23	3.99
Opportunities to participate in Council decision making	3.72	3.67	3.89	3.96	3.88	3.74	3.80	3.73	3.92	3.77
Council's provision of information to residents	4.19	4.23	4.37	4.45	4.33	4.14	4.39	4.26	4.30	4.27

Importance/Satisfaction – City Assets

Satisfaction	18 - 34	35 - 49	50-64	65 74	75+	Male	Female	Owner	Renter	Overall
Appearance of Mount Druitt and Blacktown CBDs and other commercial areas	3.18	2.93	3.13	3.30	3.41	3.15	3.09	3.04	3.43	3.12
Maintenance of local parks and gardens	3.59	3.34	3.71	3.94	3.80	3.61	3.55	3.55	3.71	3.58
Public toilets	2.76	2.42	2.85	2.87	3.25	2.70	2.71	2.69	2.77	2.71
Graffiti removal	2.90	3.04	3.06	3.17	3.32	2.95	3.08	3.00	3.12	3.02
Condition of local roads	3.27	3.01	3.15	3.14	3.41	3.18	3.14	3.13	3.27	3.16
Storm water drain flood prevention	3.81	3.62	3.69	3.73	3.92	3.82	3.64	3.72	3.74	3.73
Condition of footpaths	3.46	3.10	3.36	3.25	3.53	3.32	3.31	3.27	3.49	3.31
Condition of cycle ways	3.79	3.66	3.68	3.93	3.83	3.83	3.66	3.70	3.86	3.74
Availability of car parking in Mount Druitt and Blacktown CBDs	3.52	3.08	3.14	2.91	2.96	3.20	3.25	3.16	3.50	3.23
Availability of car parking near train stations and bus interchanges	3.25	2.88	2.97	3.06	2.89	3.05	3.05	3.01	3.23	3.05
Access to cycle way and footpath networks	3.66	3.36	3.46	3.55	3.81	3.59	3.47	3.48	3.67	3.52
Traffic management on local roads	3.81	3.32	3.43	3.46	3.58	3.50	3.56	3.45	3.87	3.53
Access to public transport	4.04	3.74	3.74	3.99	3.92	3.79	3.96	3.80	4.17	3.88
Condition of community centres and halls	3.94	3.67	3.66	3.73	3.92	3.68	3.84	3.75	3.84	3.77
Protecting heritage values and buildings	4.05	3.64	3.67	3.81	3.87	3.77	3.84	3.78	3.92	3.81
Protecting bushland and biodiversity during development	3.79	3.41	3.51	3.63	3.64	3.53	3.64	3.56	3.72	3.59
Managing new development in your area	3.71	3.31	3.34	3.42	3.25	3.45	3.47	3.43	3.58	3.46
Enforcement of planning and development controls	3.61	3.23	3.31	3.52	3.15	3.32	3.47	3.37	3.51	3.39
Development compatible with the local area	3.75	3.27	3.35	3.43	3.63	3.47	3.49	3.43	3.70	3.48
Festivals and major events	3.79	3.89	3.98	4.15	4.18	3.89	3.92	3.92	3.88	3.91
Opportunities to participate in Council decision making	3.10	3.05	3.09	3.25	3.34	2.94	3.26	3.11	3.11	3.11
Council's provision of information to residents	3.49	3.37	3.38	3.56	3.76	3.31	3.57	3.43	3.53	3.45

Importance/Satisfaction – City Assets

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Appearance of Mount Druitt and Blacktown CBDs and other commercial areas	2%	4%	15%	26%	54%	100%	600
Maintenance of local parks and gardens	0%	1%	7%	26%	66%	100%	600
Public toilets	6%	4%	12%	16%	61%	100%	600
Graffiti removal	3%	2%	13%	23%	59%	100%	600
Condition of local roads	1%	1%	5%	19%	75%	100%	600
Storm water drain flood prevention	2%	2%	12%	23%	61%	100%	600
Condition of footpaths	1%	2%	12%	24%	61%	100%	600
Condition of cycle ways	11%	8%	23%	19%	38%	100%	600
Availability of car parking in Mount Druitt and Blacktown CBDs	5%	6%	14%	19%	56%	100%	600
Availability of car parking near train stations and bus interchanges	6%	7%	9%	15%	63%	100%	600
Access to cycle way and footpath networks	8%	6%	22%	28%	36%	100%	600
Traffic management on local roads	1%	3%	12%	23%	62%	100%	600
Access to public transport	4%	3%	10%	15%	68%	100%	600
Condition of community centres and halls	7%	5%	25%	28%	35%	100%	600
Protecting heritage values and buildings	3%	6%	17%	24%	49%	100%	600
Protecting bushland and biodiversity during development	1%	4%	14%	24%	57%	100%	600
Managing new development in your area	3%	2%	15%	24%	56%	100%	600
Enforcement of planning and development controls	2%	5%	22%	28%	44%	100%	600
Development compatible with the local area	2%	3%	19%	27%	49%	100%	600
Festivals and major events	4%	5%	20%	29%	42%	100%	600
Opportunities to participate in Council decision making	7%	7%	26%	22%	38%	100%	600
Council's provision of information to residents	3%	1%	15%	27%	54%	100%	600

Importance/Satisfaction – City Assets

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Appearance of Mount Druitt and Blacktown CBDs and other commercial areas	8%	19%	37%	27%	9%	100%	478
Maintenance of local parks and gardens	5%	9%	31%	35%	21%	100%	546
Public toilets	16%	25%	35%	17%	6%	100%	460
Graffiti removal	12%	20%	31%	27%	9%	100%	489
Condition of local roads	12%	15%	31%	30%	12%	100%	561
Storm water drain flood prevention	2%	8%	26%	41%	22%	100%	504
Condition of footpaths	6%	19%	28%	34%	14%	100%	510
Condition of cycle ways	3%	9%	22%	40%	25%	100%	339
Availability of car parking in Mount Druitt and Blacktown CBDs	9%	16%	33%	27%	15%	100%	447
Availability of car parking near train stations and bus interchanges	13%	16%	37%	21%	13%	100%	470
Access to cycle way and footpath networks	5%	7%	34%	38%	16%	100%	386
Traffic management on local roads	4%	13%	27%	39%	17%	100%	505
Access to public transport	3%	7%	24%	33%	33%	100%	492
Condition of community centres and halls	1%	6%	26%	48%	19%	100%	374
Protecting heritage values and buildings	2%	6%	25%	41%	25%	100%	425
Protecting bushland and biodiversity during development	3%	9%	34%	33%	21%	100%	481
Managing new development in your area	5%	8%	39%	31%	17%	100%	480
Enforcement of planning and development controls	6%	10%	37%	34%	13%	100%	424
Development compatible with the local area	5%	10%	31%	38%	15%	100%	454
Festivals and major events	1%	5%	26%	39%	29%	100%	420
Opportunities to participate in Council decision making	9%	16%	37%	29%	8%	100%	355
Council's provision of information to residents	5%	13%	30%	37%	15%	100%	483

Overall Satisfaction with Council's Performance

Q. *Overall for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues but across all responsibility areas*

	18 - 34	35 - 49	50 - 64	65-74	75+	Male	Female	Owner	Renter	2011	2013
Mean ratings	3.89	3.67	3.73	3.66	3.40	3.75	3.75	3.75	3.74	3.73	3.75

NSW LGA BRAND SCORES	Metro	Regional	All of NSW	Blacktown Overall 2013
Mean ratings	3.45▼	3.22▼	3.31▼	3.75▲

▲▼ = significantly higher/lower level of satisfaction by group

	n	%
Very satisfied	82	14%
Satisfied	326	54%
Somewhat satisfied	158	26%
Not very satisfied	27	5%
Not at all satisfied	7	1%
Total	600	100%

Contact with Council

Q. *Have you contacted Blacktown Council in the last 12 months?*

	2013	
	n	%
Yes	318	53%
No	283	47%
Total	600	100%

Q. *How satisfied were you with the way your contact was handled?*

	18 - 34	35 - 49	50 - 64	65-74	75+	Male	Female	Owner	Renter	2011	2013
Mean ratings	4.46	4.23	4.16	4.45	4.72	4.29	4.38	4.32	4.44	3.32	3.34

	n	%
Very satisfied	176	55%
Satisfied	102	32%
Somewhat satisfied	22	7%
Not very satisfied	7	2%
Not at all satisfied	10	3%
Total	318	100%

Q. *How satisfied are you with the level of communication Council currently has with the community?*

	18 - 34	35 - 49	50 - 64	65-74	75+	Male	Female	Owner	Renter	2011	2013
Mean ratings	3.92	3.68	3.70	3.81	3.89	3.72	3.85	3.75	3.96	3.73	3.79

	n	%
Very satisfied	102	17%
Satisfied	329	55%
Somewhat satisfied	124	21%
Not very satisfied	31	5%
Not at all satisfied	14	2%
Total	600	100%

Means of Sourcing Information from Council

Q. *Where do you receive information about Council decisions, events, activities and projects?*

	n	%
Council Page in local paper	429	71%
Displays in libraries/leisure centres	400	67%
Personalised mail	387	64%
Information with rates notices	380	63%
Word of mouth	319	53%
Letters	309	52%
Telephone	306	51%
Council newsletter	244	41%
Public meetings	205	34%
Social Media	196	33%
Newspaper articles/editorials	166	28%
SMS	111	19%
E-mail	82	14%
Newspaper ads	57	9%
Publications/brochures	30	5%
Internet (website)	8	1%
Other	8	1%
Total	600	100%

Support for Prompted Options

Q. *How supportive are you of Council proceeding with this option?*

	Option 1	Option 2	Option 3
Mean ratings	**2.99**	**2.16**	**3.09**

	18 - 34	35 - 49	50-64	65 -74	75+	Male	Female	Owner	Renter	Overall
Option 1	2.96	2.91	3.14	3.06	2.94	2.99	3.00	2.96	3.12	2.99
Option 2	2.30	1.98	2.16	2.24	2.26	2.20	2.13	2.11	2.40	2.16
Option 3	3.36	2.97	2.89	2.99	2.90	3.14	3.04	3.02	3.37	3.09

	Option 1		Option 2		Option 3	
	n	%	n	%	n	%
Very supportive	51	8%	23	4%	91	15%
Supportive	168	28%	68	11%	165	27%
Somewhat supportive	182	30%	95	16%	157	26%
Not very supportive	125	21%	212	35%	81	14%
Not at all supportive	75	12%	202	34%	107	18%
NET	600	100%	600	100%	600	100%

Q.

	1st preference	2nd preference	3rd preference	Total %	Base
Option 1	39%	39%	22%	100%	600
Option 2	14%	42%	44%	100%	600
Option 3	48%	19%	34%	100%	600

Appendix B
Questionnaire

Blacktown City Council
Community Survey 2013

Good morning/afternoon/evening, my name is ..... from Micromex Research and we are conducting a survey on behalf of Blacktown City Council on a range of local issues. The survey will take about 15 minutes, would you be able to assist us please?

Before we start I would like to check whether you or an immediate family member works for Blacktown City Council?

O Yes
O No **(If yes, terminate survey)**

Q1. In which suburb do you live? (Note Some Residents will live on Estates within the below Suburbs)

O	Acacia Gardens	2763	O	Minchinbury	2770
O	Arndell Park	2148	O	Mount Druitt	2770
O	Bidwill	2770	O	Oakhurst	2761
O	Blackett	2770	O	Parklea	2768
O	Blacktown	2148	O	Plumpton	2761
O	Bungarribee	2767	O	Prospect	2148
O	Colebee	2761	O	Quakers Hill	2763
O	Dean Park	2761	O	Riverstone	2765
O	Dharruk	2770	O	Rooty Hill	2766
O	Doonside	2767	O	Ropes Crossing	2760
O	Eastern Creek	2766	O	Rouse Hill	2155
O	Emerton	2770	O	Schofields	2762
O	Glendenning	2761	O	Seven Hills	2147
O	Glenwood	2768	O	Shalvey	2770
O	Hassall Grove	2761	O	Shanes Park	2747
O	Hebersham	2770	O	St Marys	2760
O	Huntingwood	2148	O	Stanhope Gardens	2768
O	Kellyville Ridge	2155	O	The Ponds	2769
O	Kings Langley	2147	O	Toongabbie	2146
O	Kings Park	2148	O	Tregear	2770
O	Lalor Park	2147	O	Vineyard	2765
O	Lethbridge Park	2770	O	Whalan	2770
O	Marayong	2148	O	Willmot	2770
O	Marsden Park	2765	O	Woodcroft	2767

Section A – Contact with Blacktown City Council

I'd like you now to please think specifically about your own experiences with Blacktown City Council.

Q2. Have you contacted Blacktown Council in the last 12 months?

O Yes
O No **(If no, go to Q4)**

Q3. How satisfied were you with the way your contact was handled? ***Prompt***

O Very satisfied
O Satisfied
O Somewhat satisfied
O Not very satisfied
O Not at all satisfied

Q4. How satisfied are you with the level of communication Council currently has with the community? *Prompt*

- O Very satisfied
- O Satisfied
- O Somewhat satisfied
- O Not very satisfied
- O Not at all satisfied

Q5. Where do you receive information about Council decisions, events, activities and projects? *Prompt*

- O Council Page in local paper
- O Displays in libraries/leisure centres
- O E-mail
- O Information with rates notices
- O Internet (website)
- O Council newsletter
- O Public meetings
- O SMS
- O Word of mouth
- O Other (please specify)……..
- O Newspaper ads
- O Newspaper articles/editorials
- O Personalised mail
- O Publications/brochures
- O Telephone
- O Letters
- O Social Media
- O Don't know

Section B – Importance of and satisfaction with Council services

Still thinking specifically about Blacktown City Council.

Q6. In this section I will read out different Council services or facilities. For each of these could you please indicate that which best describes your opinion of the importance of the following services/facilities to you, and in the second part, your level of satisfaction with the performance of that service? The scale is from 1 to 5, where 1 = low importance and 5 = high importance and where 1 = low satisfaction and 5 = high satisfaction.

Sustainable living

		Importance					Satisfaction					
		Low				High	Low				High	
		1	2	3	4	5	1	2	3	4	5	N/A
1.	Keeping public places clean	O	O	O	O	O	O	O	O	O	O	O
2.	Street cleaning	O	O	O	O	O	O	O	O	O	O	O
3.	Litter control and rubbish dumping	O	O	O	O	O	O	O	O	O	O	O
4.	Dog and cat control	O	O	O	O	O	O	O	O	O	O	O
5.	Domestic garbage and recycling	O	O	O	O	O	O	O	O	O	O	O
6.	Childcare facilities and services	O	O	O	O	O	O	O	O	O	O	O
7.	Community safety/crime prevention	O	O	O	O	O	O	O	O	O	O	O
8.	Library services	O	O	O	O	O	O	O	O	O	O	O
9.	Council Internet/computer service i.e. at library, community centre etc	O	O	O	O	O	O	O	O	O	O	O
10.	Blacktown Arts Centre	O	O	O	O	O	O	O	O	O	O	O
11.	Swimming pools and leisure centres	O	O	O	O	O	O	O	O	O	O	O
12.	Playgrounds	O	O	O	O	O	O	O	O	O	O	O
13.	Sporting ovals, grounds and facilities	O	O	O	O	O	O	O	O	O	O	O
14.	Blacktown International Sports Park	O	O	O	O	O	O	O	O	O	O	O
15.	Support for aged persons	O	O	O	O	O	O	O	O	O	O	O
16.	Support for people with a disability	O	O	O	O	O	O	O	O	O	O	O
17.	Support for youth	O	O	O	O	O	O	O	O	O	O	O
18.	Support for the multicultural community	O	O	O	O	O	O	O	O	O	O	O
19.	Encouragement of local employment	O	O	O	O	O	O	O	O	O	O	O
20.	Protection of natural bush land	O	O	O	O	O	O	O	O	O	O	O
21.	Healthy natural waterways	O	O	O	O	O	O	O	O	O	O	O
22.	Water and energy use	O	O	O	O	O	O	O	O	O	O	O
23.	Community involvement on environmental issues	O	O	O	O	O	O	O	O	O	O	O
24.	Addressing climate change	O	O	O	O	O	O	O	O	O	O	O
25.	Council's effort to reduce its own environmental impact	O	O	O	O	O	O	O	O	O	O	O

City assets

		Importance					Satisfaction					
		Low				High	Low				High	
		1	2	3	4	5	1	2	3	4	5	N/A
26.	Appearance of Mount Druitt and Blacktown CBDs and commercial areas	○	○	○	○	○	○	○	○	○	○	○
27.	Maintenance of local parks and gardens	○	○	○	○	○	○	○	○	○	○	○
28.	Public toilets	○	○	○	○	○	○	○	○	○	○	○
29.	Graffiti removal	○	○	○	○	○	○	○	○	○	○	○
30.	Condition of local roads	○	○	○	○	○	○	○	○	○	○	○
31.	Storm water drain flood prevention	○	○	○	○	○	○	○	○	○	○	○
32.	Condition of footpaths	○	○	○	○	○	○	○	○	○	○	○
33.	Condition of cycle ways	○	○	○	○	○	○	○	○	○	○	○
34.	Availability of car parking in Mount Druitt and Blacktown CBDs	○	○	○	○	○	○	○	○	○	○	○
35.	Availability of car parking near train stations and bus interchanges	○	○	○	○	○	○	○	○	○	○	○
36.	Access to cycle way and footpath networks	○	○	○	○	○	○	○	○	○	○	○
37.	Traffic management on local roads	○	○	○	○	○	○	○	○	○	○	○
38.	Access to public transport	○	○	○	○	○	○	○	○	○	○	○
39.	Condition of community centres and halls (City Strategy and Development)	○	○	○	○	○	○	○	○	○	○	○
40.	Protecting heritage values and buildings	○	○	○	○	○	○	○	○	○	○	○
41.	Protecting bushland and biodiversity during development	○	○	○	○	○	○	○	○	○	○	○
42.	Managing new development in your area	○	○	○	○	○	○	○	○	○	○	○
43.	Enforcement of planning and development controls	○	○	○	○	○	○	○	○	○	○	○
44.	Development compatible with the local area (Finance and Corporate Strategy)	○	○	○	○	○	○	○	○	○	○	○
45.	Festivals and major events	○	○	○	○	○	○	○	○	○	○	○
46.	Opportunities to participate in Council decision making	○	○	○	○	○	○	○	○	○	○	○
47.	Council's provision of information during to residents	○	○	○	○	○	○	○	○	○	○	○

Section C – Overall satisfaction with Council and the local area

Q7a. Overall, for the last 12 months, how satisfied are you with the performance of Blacktown City Council, not just on one or two issues, but across all responsibility areas? Prompt

- O Very satisfied
- O Satisfied
- O Somewhat satisfied
- O Not very satisfied
- O Not at all satisfied

Q7b. What is your main reason for feeling that way?

……

Read statement:

Council is facing the challenge of balancing community expectations for services with future financial sustainability.
Rates are Council's main source of income for delivering services and are capped by the State government.
Council has a growing gap between the cost of renewing the City's infrastructure – such as roads, footpaths, community buildings, parks and drainage and the funds available for those costs.
This is a result of the long term 'cap' on Council's rates by the State Government; costs rising more than CPI and the City's increasing growth.
Council needs to spend about $10 million more per year to keep the City's infrastructure in a satisfactory condition. If this is not done now, the problem will grow worse and the cost will be greater in the future.
Council is looking for your help in determining community opinion regarding three options for financing local services and the maintenance and renewal of infrastructure. Along with these options, there will also need to be further efficiencies and savings found by Council.

The options are to:
Maintain Infrastructure but reduce other Services

- Rates increase by 3% per annum as allowed by the State Government Maintain other Services but allow a decline in infrastructure
- Rates increase by 3% per annum as allowed by the State Government Maintain existing Services and fund Infrastructure
- Rates increase by 6% next year including the 3% as allowed by the State Government, then rates stay at a higher level in future years;

Let's look at the options:

OPTION 1 – Council could fund infrastructure renewal by reducing other services without a special rate rise.
This would result in a reduction of the current level of other Council services and facilities – which might mean, for example:
Reduced opening hours of facilities such as pools or libraries
Less frequent mowing of sporting fields and parks
Fewer community events
There would be an annual rate increase of around 3% as set each year by the State Government.
This option would not allow for new facilities and services to be introduced such as more local parks, footpaths and community buildings, but it would allow Council to maintain and renew those facilities we already have.

Q8a. How supportive are you of Council proceeding with this option?

- O Very supportive
- O Supportive
- O Somewhat supportive
- O Not very supportive
- O Not at all supportive

OPTION 2 – Council could maintain its current services and limit any rate rises to the usual 3% annual rise set by the State Government – but allow the condition of infrastructure – like roads, footpaths, community buildings, parks and drainage to deteriorate over time.
For example, local roads may have more potholes, park furniture which is damaged may not be able to be replaced, community buildings may not be refurbished when they need it.

Q8b. How supportive are you with Council proceeding with this option?

- O Very supportive
- O Supportive
- O Somewhat supportive
- O Not very supportive
- O Not at all supportive

OPTION 3 – Council could keep services at current levels and increase rates enough to cover the funding needed for infrastructure renewal.
This would mean a total rate increase of about 6% next year, including the usual 3% set by the State Government. This higher level of rates would apply every year thereafter.
This option would mean most ratepayers would pay slightly under $50 more rates next year (and this higher level of rates would remain in future years).
This would mean Council could still provide existing levels of other services and facilities and have the funds to properly maintain and renew local infrastructure.

Q8c. How supportive are you with Council proceeding with this option?

- O Very supportive
- O Supportive
- O Somewhat supportive
- O Not very supportive
- O Not at all supportive

Q9a. Please rank the 3 options in order of preference:

Option 1 (Reduce other services to fund infrastructure renewal
Option 2 (Allow a lower condition of infrastructure over time)
Option 3 (Maintain other services, increase rates to fund infrastructure renewal)

Q9b. What is your reason for choosing that option as your highest preference?

.....

Section D – Demographic and profiling questions

Q10. Please stop me when I read out your age group.

- O 18 – 34
- O 35 – 49
- O 50 – 64
- O 65 – 74
- O 75 years and over

Q11. Were you born in Australia or overseas?

- O Australia
- O Overseas

Q12. Which of the following best describes the house where you are currently living?

- O I/We own/are currently buying this property
- O I/We currently rent this property/boarder

Q13. How long have you lived in the Blacktown City Council area? *Prompt*

- O Up to 2 years
- O 2 – 5 years
- O 6 – 10 years
- O 11 – 20 years
- O More than 20 years

Q14a. After we analyse the results from this research we may wish to engage residents further. Would you be interested in participating in future potential research projects?

- O Yes
- O No ***(If no go to end)***

Q14b. (If yes), what are your contact details?

Name .....
Telephone .....
Email .....

Thank you very much for your time, enjoy the rest of your evening.

Q15. Gender (determine by voice):

- O Male
- O Female

THANK YOU FOR YOUR ASSISTANCE